BROADCASTING

Vol. 1 No. 1 PUBLISHED IN WASHINGTON, D. C., OCTOBER 15, 1931 • $3.00 the Year 15c the Copy

THE NEWS MAGAZINE OF THE FIFTH ESTATE

STATION **WOR** NEWARK · NJ

★

★ **Operates on the most favorable WAVE LENGTH**

has full time and is recognized as the standard of consistent program quality and clear dependable reception.

★ **Enjoys Audience ACCEPTANCE**

of more than ten years. Constantly growing in numbers, achieved by adherence to the highest policies and finest ethics of broadcasting.

★ **Offers Intensive COVERAGE**

in New Jersey, New York, Massachusetts, Pennsylvania and Rhode Island.

BAMBERGER BROADCASTING SERVICE . INC.

NEWARK . NEW JERSEY

New York Office: 1440 BROADWAY · New York City

1935

(Continued from page 92)

vided power for the town movie in the afternoon and evening and in the morning ran the newspaper's presses.

Stations Render Special Flood Service

WNBF Binghamton and WESG Elmira delivered equally meritorious performances during the New York floods in July, remaining on the air uninterruptedly for days on end to guide relief workers and keep the public informed, and KFAB Lincoln and KOTN Pine Bluff, Ark., also won praise for emergency service in their areas. In the fall, when a tropical hurricane hit Florida with unusual force, WDAE Tampa broadcast warnings and reports until its power supply failed, the staff staying on the job throughout the night to answer queries by phone. Engineers at WQAM Miami, when its tower was blown down, braved the storm and worked through the night, getting the station back on the air by morning to continue its reports on the progress of the storm. WIOD Miami also lost its tower but managed to stay on the air through the danger period.

Sarnoff Reports Facsimile Is Ready

Facsimile transmission by radio, both point-to-point and broadcast service, was technically ready to be put to use, David Sarnoff, RCA president, told stockholders in March. After demonstrations in New York and Washington, RCA discussed broadcast use with newspaper publishers but no definite plan was arrived at. In February, a British Commission on television reported it ready for public service and BBC began preparations to begin telecasting the following year. RCA announced plans to spend $1 million on TV broadcast experiments, hoping to start test video transmissions the following year, with pictures of 343 lines and 30 frames interlaced. Philo T. Farnsworth demonstrated his 240-line TV system July 3 in Philadelphia.

Transcription Library Field Expands

Also in 1935: Associated Music Publishers, NBC and Standard Radio entered the transcription library field. Muzak Corp. tried out wired radio program service in Cleveland. American Society of Recording Artists attempted to collect license fees from stations for broadcasting phonograph records made by its members. National Assn. of Performing Artists filed suit in the name of NAPA President Fred Waring against WDAS Philadelphia, asking injunction restraining the station from broadcasting Waring recordings without his permission. Elsie Janis musical comedy star, became NBC's first woman announcer.

Major Bowes' Amateur Hour, after gaining sensational popularity in New York on WHN, moved to NBC in Sunday night spot, sponsored by Standard Brands. Princess Pat started a world-wide radio campaign, placing records of its NBC show on stations in every English-speaking country in the world where paid programs were accepted. Clark-Hooper conducted a coincidental telephone survey of radio listeners for Periodical Publishers Assn. WLW Cincinnati installed a directional antenna to protect CFRB Toronto from interference by WLW's 500-kw signal. World Broadcasting System and Free & Sleininger arranged for stations represented by F & S to get WBS transcribed spot business for only one 15% in addition to a agency commission. The government ruled that transcriptions were exempt from the tax on phonograph records.

Mr. Hooper

ANA, AAAA and NAB set up a tripartite 15-member Joint Committee on Radio Research to create a cooperative research organization to serve radio as Audit Bureau of Publications served publishers, NBC and CBS pledging $30,000 to pay for preliminary studies. BROADCASTING in February published its first annual Yearbook. Yankee Network underwrote development of a device to measure radio listening by recording dial turnings of receivers, invented by Professors R. F. Elder and L. F. Woodruff of MIT. Agencies and advertisers grumbled about station-break announcements as unfair to program sponsors. Chevrolet Motor Co. was the largest spot advertiser of the year, using three quarter-hour transcribed musical programs a week on some 300 stations. Western Electric Co. introduced a round unidirectional microphone, immediately nicknamed the 8-ball mike. Ford Motor Co. sponsored the World Series broadcasts (on all three networks) for the second consecutive year. Prof. E. H. Armstrong on Nov. 6 demonstrated "staticless radio" by new system of frequency modulation broadcasting to IRE.

Dr. C. B. Jolliffe resigned Oct. 30 as chief engineer of FCC to become technical head of RCA; Lt. Comdr. T. A. M. Craven, consulting engineer since leaving the Navy in 1930, succeeded him at FCC. NBC reported a 400% increase in time devoted to world affairs in 1935 compared to 1934. Paul B. West, managing director of ANA. became its first salaried president; Ken R. Dyke, advertising manager, Colgate-Palmolive-Peet Co., was elected chairman of the board. Canadian Radio Commission banned sales talks on Sunday broadcasts, permitting sponsorship but with advertising limited to institutional promotion. Deciding suit brought by KVL Seattle, Federal District Court ruled that Washington state law taxing gross sales of radio stations was illegal as interfering with interstate commerce. NBC dedicated new Hollywood studios Dec. 7.

Gross Time Sales Go 20% Ahead of 1934

Broadcasting gross time sales hit another new high of $87,523,848 in 1935, 20% ahead of 1934 gross. CBS President William S. Paley was highest paid man in radio, collecting $169,097 from network in salary and bonus. RCA sold control of RKO to Atlass Corp.; M. H. Aylesworth, formerly president of both NBC and RKO, became RKO board chairman; Lenox R. Lohr was appointed president of NBC, effective Jan. 1, 1936.

1936

GROWTH was the broadcasting keynote of 1936, with more stations (675 in December, highest number since the gold-rush days before the enactment of the original Radio Act of 1927), more networks, both national and regional, and more business, gross time sales topping the $100 million mark for the first time in radio history.

NBC started the year with a new president, Lenox R. Lohr, former Army engineer who had risen to national prominence through his astute management of Chicago's Century of Progress. His new broom had swept out some 200 NBC employes in a thorough reorganization before the world's great gathered in Radio City on Nov. 9 to salute NBC on its 10th birthday. NBC also entered the new year by adding a second chain of Pacific Coast affiliates and aligning the heretofore almost indistinguishable Red and Blue outlets into two transcontinental networks.

Mr. Lohr

In April CBS bought Guy Earl's 50 kw KNX Los Angeles for the unprecedented price of $1,250,000 to serve as key station for a new CBS West Coast line-up to replace the Don Lee Broadcasting System when its CBS contract expired at the end of the year.

Mutual Begins Its Expansion Project

Mutual, which from time to time had added other stations to its basic four-station hook-up for commercial programs, in 1936 began expanding through more permanent station affiliations, some of them with stations already affiliated with NBC, whose stations contracts, unlike those of CBS, included no ban against dual affiliations. By the year's end, Mutual, too, had become transcontinental by adding New England's Continental Network and the West Coast Don Lee group to its individual station affiliates.

Network scoreboard at end of 1936, which also saw many switches of network affiliation by major stations, stood: NBC 114; CBS 97; MBS 38.

Of about a dozen regional networks started in 1936, the most ambitious and one of the shortest-lived was Affiliated Broadcasting Co., 20-station midwestern network headed by Samuel Insull Sr., former utility magnate attempting a comeback via radio. Starting in April with 16 hours of daily programming from its lavish Chicago studios, Affiliated by the year's end had lost its president and practically all other personnel and was dependent on its affiliates for most of its radically reduced program schedule.

Newspaper-Owned Outlets Rapidly Increase

Dropping their belligerence toward radio, many newspaper publishers in 1936 switched to an "if you can't lick 'em, join 'em" philosophy, swelling the number of newspaper owned, operated or corporately affiliated stations to 171 at mid-year, 194 by Dec. 31. In the forefront was Hearst Radio, whose acquisition of four Southwest Broadcasting System stations in March brought Hearst's station total to 10.

Roosevelt Joins Hearst As Vice President

It also brought Elliott Roosevelt into Hearst Radio as vice president. An affiliation of Hearst's two California stations with the four McClatchy newspaper stations in that state produced a new regional, the California Radio System, which named Hearst as its representative.

Scripps-Howard Newspapers upped their station ownership from two to four when they acquired two Memphis stations, WMC and WNBR, through their purchase of the Memphis stations, WMC and WNBR. Howard, son of the chairman of the newspaper chain's board, was sent to WCPO, the S-H station in Cincinnati, to add radio experi-

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"with AMERICAN AIRLINES

EXTRA SAFETY IS A MUST..."

States HERSCHEL WOLF
of American Airlines

"...G-E High-Reliability Tubes
Lift SAFETY and SAVINGS, Too!"

GL-5654

GL-5670

GL-5686

SAYS Herschel Wolf, in charge of aircraft radio communications for American Airlines: "You can trust G-E High-reliability Tubes to do their job *all* the time. They've helped us lift our high safety standards still higher."

You can't beat these special G-E miniatures for steady performance "under fire"—the kind of day-in, day-out job you can count on. So take a tip from American and other enthusiastic users, and specify G-E High-reliability Tubes in the equipment now on your drawing-boards! You'll lower upkeep costs, increase safety factor, widen your product's acceptance.

Altimeters, radio compasses, radio control apparatus, h-f aircraft receivers—all are employing G-E High-reliability miniatures with marked success. Every tube gets 50 hours' service at the factory under Class A conditions. Also, frequent samples are chosen for life tests, during which the tube is operated normally but intermittently by turning the heater on and off at one-minute intervals.

Communications . . . industry . . . along with aviation, find numerous applications for G-E High-reliability miniatures—the *better* tubes for *better* service where conditions are exacting! Write for further information. Learn more about what these tubes are; what they will do; how they can serve *your* needs more efficiently.
Electronics Department, General Electric Co., Schenectady 5, N. Y.

GL-5654	Sharp-cutoff r-f pentode
GL-5670	H-f twin triode
GL-5686	Power-amplifier pentode
GL-5725	Semi-remote-cutoff r-f pentode
GL-5726	Twin diode
GL-5749	Remote-cutoff r-f pentode
GL-5750	Pentagrid converter
GL-5751	High-mu twin triode
GL-5814	Medium-mu twin triode

GENERAL ELECTRIC

180-J6

ONE HIGHLIGHT of radio for the year 1936 was the clear channel and superpower hearings which began Oct. 5. Left photo: The majority of FCC members attended, although the issues were decided by the Broadcast Division (center three). L to r: Thad H. Brown, Anning S. Prall, Judge E. O. Sykes, Norman S. Case, Dr. Irvin Stewart. At right are Paul D. P. Spearman, regional group counsel; I. Z. Buckwalter, Mason-Dixon Group; Martin Campbell, WFAA Dallas; Herbert L. Pettey, WHN New York; Benedict Gimbel Jr., WIP Philadelphia; Edwin W. Craig, WSM Nashville; Louis G. Caldwell, clear channel group counsel.

* * *

1936

(Continued from page 94)

ence to his newspaper background.

This new friendliness toward radio also was reflected at the spring convention of the American Newspaper Publishers Assn., whose radio committee rejected the plea of its chairman to put pressure on INS and UP to stop selling news to radio stations and extend Press-Radio Bureau for another year. The committee objection to news "commingled with advertising" carried little weight for the vast majority of the 500 stations buying news from the press associations or from Transradio Press, which during the year inaugurated its fifth leased wire to serve its nearly 300 station subscribers, were broadcasting news under sponsorship.

Expectations of a final definition of the extent of a newspaper's or press association's property rights in its news died when the Supreme Court, for technical reasons, disclaimed jurisdiction in the suit of AP against KVOS Bellingham, Wash., for alleged "pirating" of news. The New York State Supreme Court, however, established a precedent when it ruled that the use of person's name in a newscast, even if sponsored. is no violation of the Civil Rights Act.

President Roosevelt on June 5 signed a bill repealing the Davis Amendment which had required the assignment of stations in accordance with state and regional quotas, killing what for eight years had been the most controversial provision of radio law and paving the way for a general readjustment of allocation policies. FCC promptly called a general allocations hearing for October and postponed until after the hearing any consideration of the applications of 10 stations for the superpower operation with 500 kw similar to that experimentally granted to WLW Cincinnati.

Commenting on the hearing, which ran for 13 working days with 45 witnesses putting more than half a million words into the record, BROADCASTING noted that apparently "the term 'allocation' is a misnomer. The hearings very largely resolved themselves into a controversy over superpower and all it implies, rather than over any far reaching revamping of the broadcast band."

Economic and social factors seemed more important than engineering considerations as arguments pro and con raised questions as to whether the installation and operating costs of superpower stations might not exceed any reasonable hopes of advertising income and as to the effects of 30 such stations on regional and local station operations.

One unpredicted result of the hearing was a $100,000 suit filed against BROADCASTING by FCC Comr. George H. Payne. The suit arose from editorial comment on Comr. Payne's vigorous cross-examination of Powel Crosley, operator of WLW, about that station's programming and commercial activities. BROADCASTING considered this not germaine to the hearing, and the performance of a Commissioner "who has evidently forgotten not only his function of public office, but, judging from the short temper of his remarks, also the behavior of a gentleman." (The suit subsequently was withdrawn without trial).

In May the FCC had promulgated new rules and regulations for all radio services outside the standard broadcast band, which became effective with minor changes after a June hearing at which Prof. E. H. Armstrong demonstrated his new system of broadcasting by frequency modulation. He was assigned a license to experiment in the 86.5 mc and 111 mc bands. High-frequency broadcasting was assigned to frequencies between 26 mc and 42 mc and those over 86 mc, TV getting the 42-56 mc and 60-86 mc bands plus any frequencies over 110 mc, with 400-401 mc reserved for amateurs.

All these services, including international and relay, were given one-year licenses, twice as long as those available to standard broadcasters who continued to urge that they be licensed for the full three-year period sanctioned by the Communications Act.

Daily television program service was inaugurated in England by the BBC in November, one day's transmission utilizing the Baird system of 225 lines and 25 frames, the next with the 405-line 25-frame system developed by Electric & Musical Industries, to determine which would provide the better service. In Germany the first TV wire circuit was demonstrated to the public at viewing centers along the 186-mile Berlin-Leipzig route.

Don Lee Demonstrates Cathode Ray Video

Don Lee in June gave the first U. S. public demonstration of cathode ray television, showing a 300-line 24-frame system developed by the network's TV director, Harry R. Lubcke. Don Lee subsequently started weekly picture broadcasts synchronized with sound on KHJ Los Angeles. Philco Corp. demonstrated its 345-line 30-frame system two months later. In November, as part of the NBC anniversary festivities, RCA unveiled its video system, 343 lines and 30 frames.

The music copyright situation provided one of radio's major headaches of 1936. ASCAP refused to reduce its license fees when Warner Bros. withdrew the tunes of its five music companies from the society's jurisdiction on Jan. 1 and began issuing its own licenses and filing infringement suits against non-licensed broadcasters. Feelings ran high between station operators who resented the preferential licenses ASCAP gave the networks, and network executives who charged that the strategy of James Baldwin, NAB managing director who had been unsuccessful in his attempts to win a per-program license plan from ASCAP, had merely served to in-

Mr. Baldwin

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In California . . .
they listen where they live!

8 stations of the Don Lee Broadcasting System . . . in the 8 densely populated trading areas . . . provide absolute coverage of the State of California with its more than 5,000,000 listeners. 1/16 of all the radio sets in the United States are within local distance of these stations. When planning radio in California, let this powerful network deliver your message, economically and effectively, throughout this tremendously wealthy and responsive State. For coverage maps, rates, etc., wire or write . . .

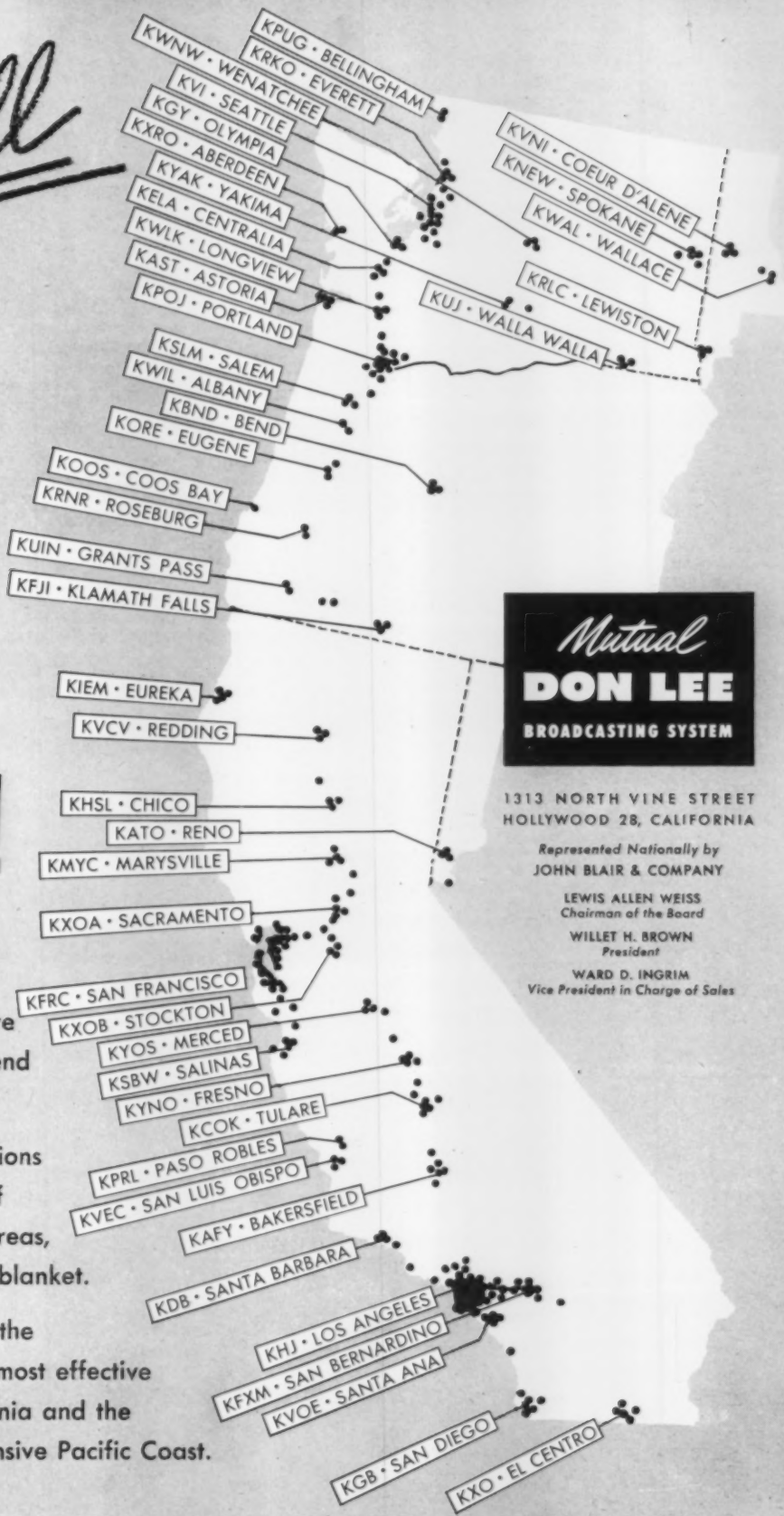
DON LEE BROADCASTING SYSTEM

7th & Bixc Sts., Los Angeles • 1000 Van Ness Ave., San Francisco • The California Unit of The Columbia Broadcasting System

BROADCASTING • *May 1, 1932*

ON THE ENTIRE PACIFIC COAST

They *still* listen where they live and buy!



Don Lee is the ONLY network reaching Pacific Coast people where they live—where they spend their money.

Don Lee's 45 network stations are located within each of 45 important marketing areas, covering the Coast like a blanket.

Don Lee is STILL the best, the most economical and the most effective selling medium for California and the rest of the wealthy, responsive Pacific Coast.

Mutual
DON LEE
BROADCASTING SYSTEM

1313 NORTH VINE STREET
HOLLYWOOD 28, CALIFORNIA

Represented Nationally by
JOHN BLAIR & COMPANY

LEWIS ALLEN WEISS
Chairman of the Board

WILLET H. BROWN
President

WARD D. INGRIM
Vice President in Charge of Sales

1936

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crease the cost of music for radio.

At the NAB convention in July, Isaac D. Levy, WCAU Philadelphia and NAB treasurer, resigned his membership in NAB after a bitter attack on the policies of Mr. Baldwin and the majority of the NAB board, to which the convention responded by enthusiastically endorsing those policies. Warner Bros. rejoined the ASCAP fold Aug. 1, dropping its infringement suits which by then numbered 180 totaling some $4 million, to the annoyance of the broadcasters who had, fruitlessly they felt, paid Warner Bros. about $100,000 in license fees.

Mr. Levy

The NAB Bureau of Copyrights, established in March with E. J. Fitzgerald, former musical director of WLW, as director, went ahead with its first job of cataloging music in the public domain and in the fall, having cataloged 16,000 copyright free compositions, announced plans to convert them into a 100-hour transcription library available at cost to NAB members. Lang-Worth Feature Programs, which had begun transcribing PD music the year before, in December announced that it had 200 playing hours of royalty free music ready for station use.

Washington Declares ASCAP Illegal Monopoly

Largely through the efforts of the Washington State Assn. of Broadcasters and its managing director, Kenneth C. Davis, Seattle attorney, the State of Washington declared ASCAP an illegal monopoly in violation of state laws, putting the Society's business there in receivership. E. C. Mills, ASCAP general manager, subsequently had this dissolved by agreeing that ASCAP in the future would deal with Washington music users in accordance with the state laws.

A new music worry for broadcasters arose early in the year when the Court of Common Pleas in Philadelphia issued an injunction restraining WDAS from broadcasting phonograph records made by Fred Waring and his orchestra without his permission. This was the first legal recognition of performers' rights in phonograph record reproductions. National Assn. of Performing Artists, which had conducted the suit against WDAS in Mr. Waring's name, followed the decision with similar suits against stations in New York and Chicago. American Society of Recording Artists demanded licenses from stations at 5 to 15 cents a side for using records made by its members, which NAB advised stations to ignore.

Meanwhile, claims that record broadcasts hurt record sales were disputed by music dealers who reported that radio was largely responsible for an increase of 150% in the sale of records since 1933.

Better recording news came in January from FCC, which liberalized its rules for identification of recorded program material, ordering such announcements only once every 15 minutes or at the beginning and end of shorter record broadcasts.

Transcribed Shows Bring Over $9 Million

Perhaps stimulated by this action, transcribed programs played a big part in commercial radio during the year, accounting for $9,271,545 in national spot and $2,450,394 in local business, according to the analysis of 1936 business made by Dr. Herman Hettinger for the 1937 BROADCASTING YEARBOOK.

Total time sales, at one-time rates, for the year were $117,781,686, Dr. Hettinger estimated, divided into $59,743,860 for the national networks, $1,389,646 for regional networks, $24,648,180 for national spot and $31,800,000 for local. Leading types of advertising on the air in 1936 were foods, accounting for 18.2% of the total time sales; toiletries, 12.0%; drugs, 9.7%; automobiles 8.1% and automotive accessories, gas and oil, 7.3%.

Procter & Gamble Co. was the top network client in 1936, spending (at gross rates) $3,299,000 for network time. Standard Brands ranked second, Sterling Products third, Colgate-Palmolive-Peet Co. fourth and Ford Motor Co. fifth. Largest spot account was Chevrolet Div. of General Motors, whose WBS quarter-hour transcription series, *Musical Moments*, was broadcast three or five times weekly on nearly 400 stations.

Political expenditures for radio time during the Roosevelt-Landon presidential campaign were estimated as totaling about $2 million. The Republicans started using radio in January with a dramatized series, *Liberty at the Crossroads*, placed on individual stations after both CBS and NBC had refused to accept political business before the party conventions and had questioned the propriety of putting political arguments into dramatic form. Communism was already an issue, broadcasters being soundly criticized both for their anti-Americanism in broadcasting Communist speakers and for censorship and discrimination in refusing time to this party while accepting programs sponsored by the Democrats and Republicans.

CBS got itself boxed by both major parties for a late campaign broadcast by Republican Sen. Arthur Vandenberg in which he "debated" with President Roosevelt through recorded excerpts of the President's speeches of earlier years. Learning of the intended use of records only a few minutes before the speech was to go on the air, CBS first ordered the broadcast cancelled, then decided to let it go on, losing a number of stations who substituted other programs on receipt of the first order.

February blizzards and March floods presented broadcasters in much of the country with their severest public service test, which they passed with universal acclaim as they stayed on the job and on the air around the clock day after day. They broadcast warnings, served as information centers and command headquarters for the Red Cross, military police, relief, fire-fighting and other agencies, and provided the only link with the outside world for many storm-struck communities.

FTC Reports Radio's Offenses at Low Mark

Radio also won praise from many former critics for the results of its efficient policing of programs and commercials. The Federal Trade Commission reported that out of 667,746 commercial continuities reviewed only 426 had been referred to the FTC legal staff for secondary consideration. Following the example of CBS, Swift & Co. engaged a child psychologist to review its *Junior Nurse Corps* scripts; Blackett-Sample-Hummert employed another psychologist to check on its kid shows.

Broadcasters attending the 14th annual NAB convention in Chicago, July 6-8, elected C. W. Myers, operator of KOIN and KALE Seattle, president; reappointed James Baldwin managing director; paid little heed to WCAU's withdrawal (five others pulled out within the next month and two new members came in, leaving the total membership at 404); set up a Sales Managers Committee with J. Buryl Lottridge, KOIL-KFAB Omaha, as chairman, as a division of the NAB Commercial Section headed by H. K. Carpenter, WHK Cleveland; voted $10,000 for the Joint Committee (of AAAA, ANA and NAB) for Radio Research; adopted a resolution encouraging the formation of state and regional associations as NAB chapters; kept abreast of all developments by reading the convention daily paper published by BROADCASTING.

Interest in Radio Research Increases Rapidly

With both buyers and sellers of broadcast time eager for more accurate statistics, 1936 was an active year in radio research. The Joint Committee produced a county-by-county analysis of radio homes as of Jan. 1, 1936, estimating the national total as 22,869,000, 73.5% of all U. S. families. Paul F. Peter, chief statistician of RCA, was engaged as secretary, to carry out projects authorized by the committee.

The Audimeter, mechanical device for measuring program reception developed by two professors at Massachusetts Institute of Technology, Robert F. Elder and L. F. Woodruff, was first used in a Boston survey and before the end of the year had been acquired by A. C. Nielsen Co. for eventual use for nationwide audience behavior reports. Edgar H. Felix, coverage specialist, began publishing Radio Coverage Reports as a bi-weekly service. ANA established the Advertising Research Foundation, to study all media, with Lee H. Bristol of Bristol-Myers as chairman.

Cooperative Analysis of Broadcasting, gaining acceptance as the gauge of program popularity, reported Major Bowes, Jack Benny, Fred Allen, Rudy Vallee and *Maxwell House Showboat* as the most listened-to programs of the winter 1935-36. King Edward VIII's "woman I love" abdication broadcast at 5 p.m. EST Nov. 11, 1936, broke all previous daytime audience records with a rating of 45, CAB reported. A CBS survey found the average home radio set turned on 4.8 hours a day; an NBC study revealed the average

(Continued on page 102)

* * *

SOME FACES SEEN at the clear channel hearings included (l to r): Left, Hoyt B. Wooten, WREC and WHBQ Memphis; A. S. Clarke, Washington engineer; A. L. Chilton, KLRA Little Rock and WGST Atlanta; W. H. Summerville, WGST, and S. C. Vinsonhaler, KLRA. Center: Lambdin Kay, WSB Atlanta listens appreciatively as Glenn Snyder, WLS Chicago plays "Temple Bells of Texas" on his dime harmonica. Right: William C. Gillespie, KTUL, Tulsa; Walter Bridges, WEBC Duluth; Don Searle, WIBW Topeka, and Edgar L. Bill, WMBD Peoria.

Congratulations

ON 20 YEARS OF "BROADCASTING"

KGW

ITSELF HAS BEEN BROADCASTING FOR 28 YEARS!

It's a pleasure to welcome BROADCASTING Magazine to radio's 20-year Club... during each history-packed year of operation KGW has claimed its share of "firsts"... has kept pace with progress.

A Few Highlights of KGW's History As Depicted in the Pages of BROADCASTING:

BROADCASTING August 1945

'Way back in 1924... two years after KGW went on the air... the station launched an all-girl entertainment act, one of the nation's first. In 1945 KGW loaned "Q" Cox, then assistant manager, to the U. S. Treasury as assistant director in charge of national War Bond radio activities.

BROADCASTING March 1947

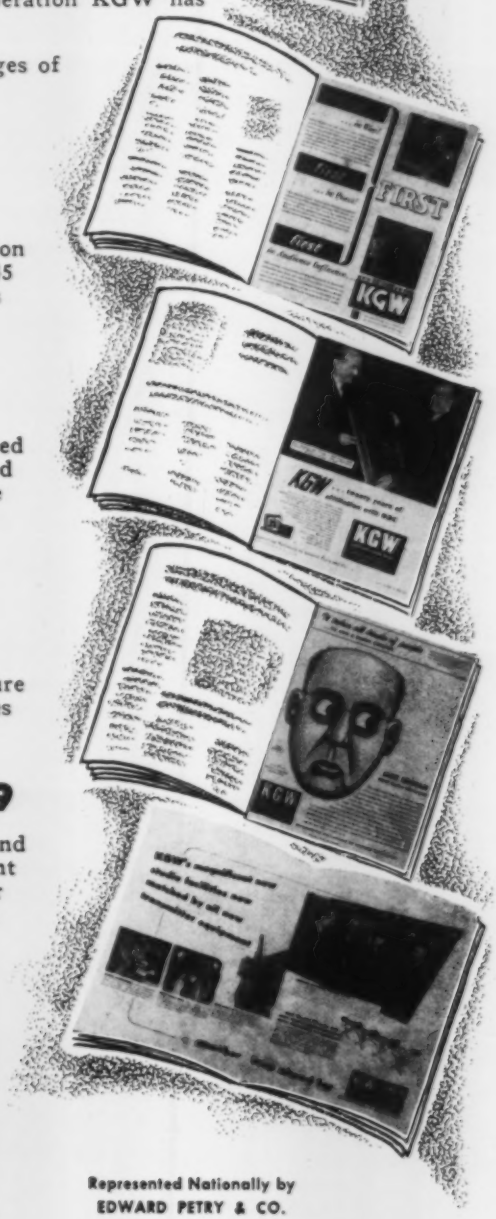
One of KGW's most important steps was taken in 1927 when KGW joined the NBC network. Twenty years later this association was commemorated by a plaque presented by Niles Trammel, then NBC president. During the past 28 years KGW has increased in power from 2500 to 5000 watts, twice has moved to larger quarters.

BROADCASTING July 1947

Jack Wassan, KGW's efficient sales manager, depicted in the caricature reproduced here, will be glad at any time to furnish KGW availabilities through your nearest Petry representative.

BROADCASTING December 1949

In this advertisement we pointed with pride to KGW's new studios and transmitting facilities, gave technical reasons why KGW, with its efficient 620 frequency at 5000 watts is the only station which gives the advertiser COMPREHENSIVE COVERAGE of the rich and rapidly growing Oregon market.



KGW PORTLAND OREGON

ON THE EFFICIENT 620 FREQUENCY

AFFILIATED WITH NBC

Represented Nationally by
EDWARD PETRY & CO.

WLW

"the Nation's Station"

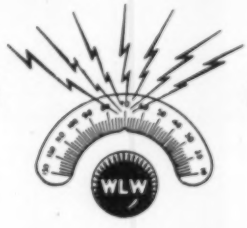
PRESTO!

...and millions of ears are listening to your program

A decade ago it seemed impossible. Today—a turn of a switch and the vast WLW audience is yours. Because WLW is powered by 50,000 watts, operates on a clear channel with 100 per cent modulation, it can be tuned in clearly and distinctly—imparting all the sparkle and brilliance that makes your program forceful and convincing to an enormous audience of your logical prospects. Successful advertisers are high in their praise of the effectiveness of this radio station. Learn more about WLW in facts, figures and illustrations in our free, 48-page brochure.

The silver voice of Charlie Dameron is well-known throughout the WLW territory. His tremendous popularity benefits greatly the advertisers on whose programs he appears. Like other WLW stars he has a following that listens faithfully to every performance.

Near the Center of the Dial

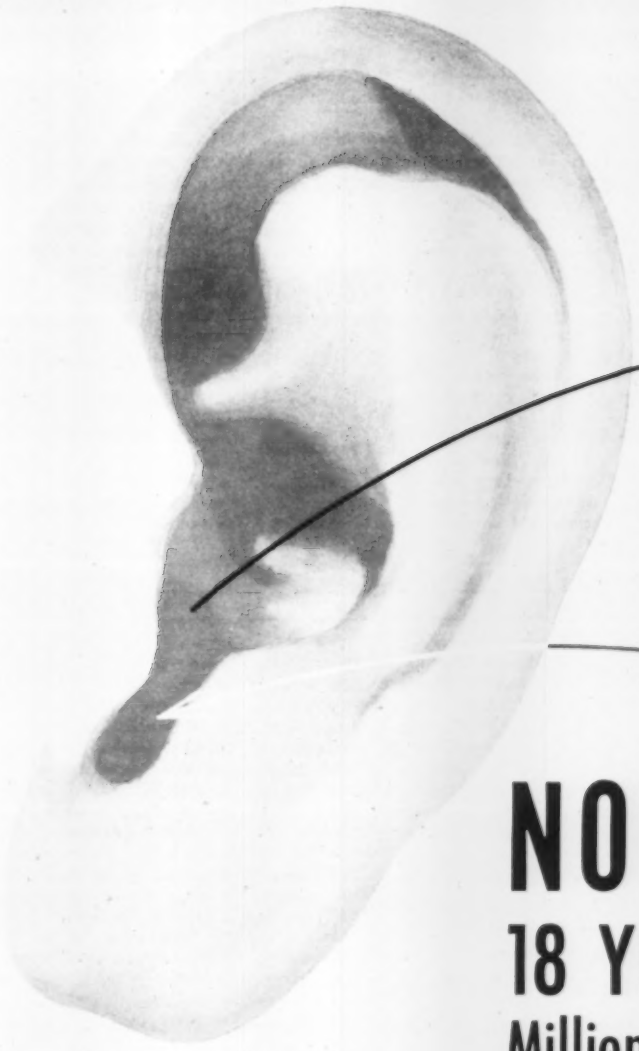


Near the Center of Population

THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, Jr., President

CINCINNATI



NOW...
18 YEARS LATER
Millions of Ears Are STILL Listening to WLW...

BECAUSE ...WLW plays an important part in the lives of the people within its area. In the course of four weeks, The Nation's Station renders a service to 2,715,000 radio homes—71.5% of the total radio families within the WLW Merchandise-Able Area. These homes reached listen to WLW an average of 445 minutes—7½ hours—weekly. Of the 216 radio stations heard within the area, WLW receives 14.2% of ALL listening to ALL stations.

Among the rural radio homes, WLW is even more dominant. In four weeks, The Nation's Station reaches 81.7% of all the rural radio homes in WLW-Land —1,551,000 prosperous, hard-to-reach customers.

Furthermore, the rural dominance of WLW is shown by the fact that 17.0% of all listening done in rural homes in the area, is to WLW—one out of every six minutes.

FOR FURTHER INFORMATION,
contact any of the following WLW Sales Offices:

140 West 9th St., Cincinnati 2, Ohio
360 N. Michigan, Chicago 1, Ill.
630 Fifth Avenue, New York 20, N. Y.
6381 Hollywood Blvd., Hollywood 28, Calif

WLW
the nation's most merchandise-able station

Data from Nielsen Radio Index, February-March, 1950

CROSLEY BROADCASTING CORPORATION

1936

(Continued from page 98)

auto radio in use 65 minutes daily; CBS also surveyed 250 "very rich" families in Boston, finding an average of three sets per home, with average family listening just under three hours a day.

Trans-American Broadcasting & Television Corp., with $2 million capital and a charter wide enough to cover almost every kind of broadcasting enterprise, was launched with John L. Clark, former general manager of WLW, as president, arousing much industry conjecture. By the end of year Trans-American was acting as sales representative for WLW and a half-dozen other major stations and for programs produced at KFWB Hollywood, Warner Bros. station.

Mr. Clark

The FCC in January set up rules for an FCC bar, with register of those qualified to appear before it. These attorneys soon afterwards organized themselves as Federal Communications Bar Assn. In March President Roosevelt spiked attempts to make the FCC chairmanship an annually rotating office by reappointing Anning S. Prall as chairman.

A complaint filed by WCOA Pensacola against wire line charges for round-about program transmission because AT&T had no repeater stations along the direct route resulted in a 50% reduction in the home company's "back-haul" rates. After an overall FCC investigation of line charges had revealed AT&T earnings from radio of $3,576,357 in 1935 (not counting radio revenue of associated companies, estimated at another $5 million), AT&T filed a new tariff schedule estimated as saving broadcasters $250,000 a year.

Also in 1936: Members of the Distilled Liquor Institute, representing 90% of the country's manufacturing distillers, agreed not to advertise on the air as part of a voluntary campaign of self-regulation in the public interest; the Treasurer of Cook County, Ill., spent $20,000 for two weeks of radio announcements on Chicago stations, collected $10 million in back taxes during the same two weeks; Cream of Wheat Corp. discontinued sponsorship of Alexander Woolcott in favor of *Buck Rogers*.

And: The United States Supreme Court, acting on an appeal brought by KOMO-KJR Seattle against a Washington State Supreme Court decision upholding the state's right to impose a tax on radio stations, ruled that broadcasting is an interstate operation, not subject to state taxation;

Mr. Murray

NBC introduced its silk hat transmitter, first worn by George Hicks in New York's 1936 Easter Parade; Canada disbanded its Radio Commission and set up a Canadian Broadcasting Corp. modeled on BBC lines, which appointed Gladstone Murray, former BBC executive, as general manager at $13,000 a year; a survey of 74 colleges found 38 permitting broadcasts of football games, 36 forbidding them; National Advisory Council on Radio Education found average capital investments in stations (excluding real estate, studios and services as too variable to average) to be $6,600 for 100 w, $30,000 for 1 kw, $63,000 for 5 kw, $224,000 for 50 kw, $582,000 for 500 kw; BROADCASTING opened a New York editorial and advertising bureau in August, and a Chicago editorial office in October, replacing "string" correspondents in those cities.

1937

THE YEAR 1937 was one of crisis and change for American broadcasters. From late winter floods which swept radio out of its accustomed role of public entertainer into the heroic position of the nation's number one public service agency, to December's FCC announcement that many stations would have to move to new homes on the radio dial, the industry faced one emergency after another.

When a vacillating NAB failed to handle the demands of the musicians' union that radio solve its unemployment problem, the station operators not only regrouped to meet this immediate emergency but began drafting plans for a more effective trade association. Meanwhile, they were individually altering labor policies to deal with newly-formed union committees instead of with individual employes as heretofore. And somehow, between crises, they found time to attend to business so effectively that time sales for the year topped the 1936 total by 20%.

Prall's Death Brings FCC Reorganization

FCC also underwent a reorganization in August, when the sudden death of Anning S. Prall brought in a new chairman, Frank R. McNinch, chairman-on-leave of the Federal Power Commission. Chairman McNinch started his clean-up mission by abolishing the Commission's broadcast, telephone and telegraph divisions, requiring all decisions in all cases to be the responsibility of the full Commission. Tacitly acknowledging criticism which had led to the introduction of several bills for Congressional investigation, Chairman McNinch announced that the Commission would henceforth live "in a glass house," backed up the announcement with a ruling that all correspondence regarding any license application would become part of the public record, including letters from Congressmen and other public officials.

Commission action on the reallocations proposal drafted by FCC Chief Engineer T. A. M. Craven (who was appointed to FCC membership in August) and Andrew D. Ring, assistant chief engineer, following the hearings of October 1936, was postponed until after the North American Radio Conference, held in Havana November-December 1937, could settle certain international frequency problems. Major Craven-Ring recommendations called for 50 kw as minimum instead of maximum power for clear channels, which were to be reduced from 40 to 25 with fulltime duplicate use to be made of the others; for inclusion of 1500-1600 kc in the standard broadcast band; for power increases all down the line, and for substitution of "standards of good engineering practice" for the current empirical standards.

Redistribution of broadcast frequencies among North American nations arrived at in Havana generally followed the Craven-Ring pattern and, due to the skillful negotiations of the U. S. delegation and its chairman, Comr. Craven, did not call for the elimination of a single U. S. station. Treaty did, however, call for shifts of 10 kc to 30 kc for a substantial number of stations, sugar-coating these enforced moves by proposing nighttime power increases from 1 kw to 5 kw for certain regionals and from 100 w to 250 w for local stations.

International Broadcasting Interest Rises

Individual U. S. operators of shortwave stations also reflected the new international interest, building new transmitters, including the first one in the West for trans-Pacific use, and increasing their foreign program service, particularly that for Latin American countries. NBC and CBS stepped-up appreciably their domestic broadcasts of Latin American programs as part of a Pan-American exchange of program material.

RCA became the first sponsor

(Continued on page 104)

CONGRATULATIONS
to
Sol Taishoff
from
25-YEAR-OLD
K W K H
Shreveport
50,000 WATTS • CBS

M. L. P. D. M. L. P. D. M. L. P. D. M. L. P. D.*

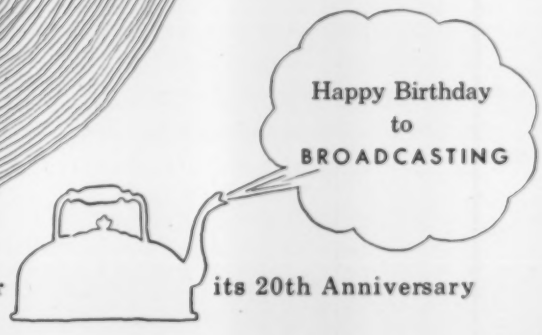
Year after year the record repeats . . .

KXOK
ST. LOUIS ABC STATION,
12th & DELMAR • CHESTNUT 3700
630 KC • 5000 WATTS • FULL TIME
Owned and operated by the St. Louis Star-Times
Represented by John Blair and Co.

The 1949 Broadcast Measurement Bureau audience study confirms KXOK delivers more listeners per dollar than any St. Louis network station. KXOK's audience increase (10.2% daytime—9% nighttime) from 1946 to 1949 makes KXOK an even better buy . . . than in 1948. KXOK actually costs up to 20% less because KXOK delivers more listeners per dollar . . . 587,920 radio families daytime . . . 555,880 radio families nighttime throughout the great St. Louis area.

Hal Fredericks and Johnny Corrigan, KXOK's top disc jockeys, are delivering greater audiences . . . greater sales daily. Ask your KXOK representative, or your John Blair man about the Hal Fredericks "Song and Dance Parade" and the Johnny Corrigan "St. Louis Ballroom" today.

***more listeners per dollar**



all steamed up over its 20th Anniversary

1937

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of a U. S. originated program in a foreign country other than Canada when it bought time on three South American stations for its Saturday afternoon Metropolitan Opera programs, shortwaved and rebroadcast with Spanish comments and commercials. Commercially sponsored shortwave broadcasts were not permitted as all licenses in this field were strictly experimental.

Mr. Craney

E. B. Craney, operator of KGIR Butte, Mont., opened single-handed war on ASCAP early in the year with an open letter to Congress urging a revision of the Copyright Act to discard the statutory $250 minimum for infringements and to require copyright licenses on a per-piece basis, with clearance at the source. He then turned to the local scene and inspired a Montana bill requiring measured service methods of copyright licensing which became law in March despite strenuous ASCAP opposition.

Similar legislation was introduced in a dozen other states, becoming law in Washington, Tennessee, Nebraska, Florida and Wisconsin. Late in the year, ASCAP secured a Federal Court injunction in Nebraska restraining application of that state's anti-ASCAP law.

Set up as an independent corporation to operate on its own instead of as an NAB division, the Bureau of Copyrights auditioned its first transcriptions of copyright-free music at the July convention, securing 58 subscriptions to the library service at $10 an hour. The networks changed their views and agreed with station operators that music should be cleared at the source for network and transcribed programs. John G. Paine resigned as chairman of Music Publishers Protective Assn. to become general manager of ASCAP on May 1, succeeding E. C. Mills, who was given a new post of chairman of the administrative committee. A partial index of some 25,000 ASCAP-licensed tunes, said to be those most played by stations, was prepared by ASCAP and distributed free to licensees requesting it.

Pa. Supreme Court Upholds Waring

The Supreme Court of Pennsylvania upheld the lower court's decision enjoining WDAS Philadelphia from broadcasting records made by Fred Waring without his permission. With this official approval of its argument that artists have property rights in phonograph records they make, National Assn. of Performing Artists offered licenses to other Pennsylvania stations, asking 10 times the stations' highest quarter-hour rate for right to broadcast records made by NAPA members, and anticipated nationwide licensing after decisions of court cases pending in other states.

Meanwhile, American Society of Recording Artists, West Coast organization similar to NAPA, engaged Kenneth C. Davis, Seattle attorney and managing director of Washington (State) Assn. of Broadcasters, to conduct a drive for record performance licenses among Pacific Coast stations, including those he had represented in the fight against ASCAP.

Inspired, or perhaps irritated, by the NAPA campaign, which he said helped only the band leaders, not the men, James C. Petrillo, president of the Chicago Federation of Musicians, led his AFM local in a drive to "end for all time the menacing threat of 'canned' music competition" with the employment of live musicians. CFM members were forbidden to make records except with special permission of the union board, which imposed such stringent regulations that the making of musical records was transferred from Chicago to other cities. Mr. Petrillo took his cause in June to the union's national convention, which instructed the national AFM board to act immediately to bring all recording of music under union control.

Meeting in New York the last week of July, the AFM board called in executives of recording companies, told them that to be able to employ AFM members in the future they must agree to stop "dubbing" (re-recording) music from one record to another and also to stop picking up music from broadcasting studios, to register all records with the AFM and get permission of both national and local unions before using them.

AFM Demands Stations Employ More Musicians

Network officials, also summoned to the board sessions, were told that unless the nation's radio stations increased their employment of musicians to a number satisfactory to the AFM the stations would be unable to employ AFM members or to receive network shows, transcriptions or phonograph records made by union musicians. When the networks explained that they had no authority to speak for any stations except those they owned, AFM told them bluntly they'd better get it, demanding submission of an acceptable industry plan by Sept. 16 under threat of a nationwide AFM strike against radio on that date.

James Baldwin, NAB managing director who although uninvited had attended the AFM board meeting with the network officials, with them sent a letter to all stations, notifying them of the AFM move and asking them to send representatives to discuss the matter with the musicians' union officials. Stations were also asked to provide data on their employment of musicians to combat AFM claims that only 781 of its members were employed by the nation's broadcasters.

Lots of activity followed, but there was little progress toward solving the AFM problem until a dozen major broadcasters, meeting in Chicago, called all network affiliates to meet in New York Aug. 23-24. More than 150 network-affiliated stations represented at that meeting organized themselves as the Independent Radio Network Affiliates, elected Mark Ethridge of WHAS Louisville, chairman, and appointed a committee with William S. Hedges, WLW Cincinnati, as chairman, to conduct negotiations with the AFM.

Mr. Ethridge

First glimpse of a means of meeting AFM demands came in a suggestion from AFM President Joseph N. Weber that a possible yardstick might be for each station to agree to spend five times its evening quarter-hour rate for the employment of musicians. The IRNA committee, after strenuous argument, knocked this down to 3½ times the 15-minute rate. A quick estimate showed that this would amount to some $5.5 million a year for the broadcasting industry, or about enough to employ 3,000 musicians at an average wage of $35 a week.

NAB Calls Its First Special Convention

Mr. Weber promised AFM would not act until the IRNA report had been received by the full AFM board at a special meeting in New York Sept. 16. A second IRNA gathering in New York Sept. 10-12 approved a plan calling for expenditure of an additional $1.5 million a year by network affiliates (practically doubling their previous expenditure) for the employment of AFM members, but took that action only after three days of intensive debate that more than once threatened to split the industry wide open. NAB board, meeting concurrently in New York, called a special convention, first in its history, for Oct. 12 in that city.

Threat of an immediate strike was averted when the AFM board agreed to accept the IRNA proposal as a basis for negotiations, promising to allow AFM members to continue working in radio as long as negotiations were in progress. Emile Gough, Hearst Radio; John Shepard 3d, Yankee Network, and Samuel R. Rosenbaum, WFIL Philadelphia (who became chairman of the IRNA negotiating committee in October when Mr. Hedges left WLW to return to NBC), presented the IRNA plan to the AFM board Sept. 16. Formula of allocating the additional $1.5 million promised among the

(Continued on page 106)

"VIC" DIEHM says:

NBC **WAZL** NBC

HAZLETON, PENNA.

SELLS EASTERN PENN.

- including Luzerne, Carbon, Columbia and Schuylkill counties—one of the great Pennsylvania market areas.
- saturating Luzerne—fourth Penn. county in retail sales: $306,024,000.
- backing your shows with listener and sales promotion to assure sales.
- carefully programmed with NBC's best and local shows to community tastes—the dialing habit since 1932.

for further Enlightenment write to Vic Diehm

or

Robert Meeker Associates

521 Fifth Avenue, New York City 17, N. Y.

Dear Sol:-
We celebrate (?) together.
Best wishes for another "twenty".
Ed

October 16, 1922	KXLY (born)
" " 1923	
" " 1924	
" " 1925	
" " 1926	
" " 1927	
" " 1928	
" " 1929	
" " 1930	
October 16, 1931	BROADCASTING (born)
" " 1932	
" " 1933	
" " 1934	
" " 1935	
" " 1936	
" " 1937	
" " 1938	
" " 1939	
" " 1940	
" " 1941	
" " 1942	
" " 1943	
" " 1944	
" " 1945	
" " 1946	
" " 1947	
" " 1948	
" " 1949	
October 16, 1950	

Ed Craney of
The
XL
Stations
Sol Taishoff
of
BROADCASTING
are becoming
"Old Fossils"

The XL Stations

Pacific Northwest Broadcasters

KXL	KXLY	KXLF	KXLL	KXLJ	KXLK	KXLQ
PORTLAND	SPOKANE	BUTTE	MISSOULA	HELENA	GREAT FALLS	BOZEMAN

New York 17, N. Y.
347 Madison Avenue
The Walker Company

Hollywood 28, Calif.
6381 Hollywood Blvd.
Pacific Northwest Broadcasters

San Francisco 4, Calif.
79 Post Street
Pacific Northwest Broadcasters

Chicago 1, Illinois
360 North Michigan
The Walker Company

HAVANA CONFERENCE of 1937 found the meeting generally following the Craven-Ring pattern which had been negotiated so skillfully that the U.S. did not lose a single U. S. station. At left, the U. S. delegation (l to r): Lt. E. K. Jett, FCC assistant chief engineer; FCC Chief Engineer T. A. M. Craven, chairman of the U. S. delegation; Dr. L. Gonzales, translator for the American embassy in Cuba; Gerald C. Gross, chief of FCC International Section; Ellis Briggs, second secretary, American embassy; Harvey B. Otterman, Treaty Division, Dept. of State, and secretary to the delegation. At right are others present during the conference (l to r): J. H. DeWitt Jr., chief engineer WSM Nashville; Louis G. Caldwell, Washington attorney and counsel for Clear Channel Group; Glenn D. Gillett, Washington consulting engineer; James W. Baldwin, NAB managing director; Carl J. Meyers, WGN Chicago chief engineer; Dr. C. B. Jolliffe, RCA engineering executive and former FCC chief engineer, and I. R. Baker, chief transmitter sales, RCA.

* * *

1937

(Continued from page 104)

network affiliates, approved only after lengthy debate, was for each station to spend 5½% of its net income to employ AFM members.

Unlike the regular NAB convention held in June in Chicago, which BROADCASTING reported as "three rather dismal days," the special October meeting in New York comprised two days of vigorous activity, climaxed by unanimous approval of a resolution calling for a strengthened NAB with a paid president. Group also voted to increase the NAB dues by 50%, effective immediately, raising the association's annual income from $80,000 to $120,000. Edwin W. Craig, WSM Nashville, was named chairman of a reorganization commitee with Mr. Shepard, Mr. Craney, Walter J. Damm of WTMJ Milwaukee and Edward A. Allen, WLVA Lynchburg, as members. Mr. Ethridge declined committee membership but agreed to serve as advisor.

Mr. Craig

AFM Situation Chief Discussion Topic

Much of the time of the two-day special convention was devoted to a discussion of the AFM situation, the NAB coming in for a great deal of criticism for its failure to provide the industry with leadership in this crisis. Mr. Ethridge reported on the IRNA negotiations and NAB President John Elmer, WCBM Baltimore, whose election in June marked the first time the NAB presidency had gone to the operator of a 100 w station, explained that the NAB, unable to speak for its members, had done what it could by keeping them advised of the AFM demands.

Some 50 non-network broadcasters, at an evening meeting addressed by Mr. Rosenbaum, appointed a committee headed by Lloyd Thomas, WROK Rockford, Ill., "to collect data but not to conduct negotiations" with the musicians' union. In a post-convention session the NAB board drafted a resolution warning broadcasters against giving the AFM the right to determine what material shall or shall not be broadcast as that might be considered tantamount to relinquishing to the union the control of their stations and grounds for cancellation of their licenses by the FCC. (The objected-to clause was eliminated from the final draft of the IRNA contract and a statement inserted providing that nothing in the agreement shall violate any law or any FCC regulation.)

IRNA Agreement Forms Sent to Stations

Completed IRNA agreement forms were sent to stations late in November, with instructions to make them part of contracts with their local AFM unions and return the signed contracts as rapidly as possible, AFM extending its strike deadline only 15 days at a time as a threat to insure promptness. Meanwhile, negotiations with the non-affiliate stations and the recording companies were at a standstill awaiting the action of local stations and unions that would finally approve or reject the AFM-IRNA agreement.

Calling the 1938 NAB Convention for Feb. 14-16 in Washington, the reorganization committee which had engaged Phil Loucks, former NAB managing director, as counsel, in December sent stations its proposals for action at that time. They encompassed an annual budget of $250,000, a paid president with broad policy-making powers, elimination of the position of managing director but with a paid secretary-treasurer as administrative officer, and 21-member board from which an executive committee of six would be elected, this committee, with the president as chairman, to handle such matters of industry policy as copyright.

Mr. Loucks

Unionism, which aside from the AFM had never given much notice to broadcasting, suddenly overwhelmed the industry with an epidemic of organization. AFL's International Brotherhood of Electrical Workers, which had affiliated radio technicians at a few stations, in March announced plans for a nationwide drive, to include announcers, writers and producers as well as engineers. CIO's American Radio Telegraphists Assn. (which shortly changed its name to American Communications Assn.) also widened its organizational activities to cover complete station personnel in the CIO fashion as well as technicians alone and began intensive membership campaigns.

AGRAP Elects Langham President

Roy Langham, production man for CBS in New York, was elected president of American Guild of Radio Announcers and Producers which he helped establish as an independent union in New York. AGRAP shortly won recognition and a new contract from CBS in that city, widened its scope to include other non-organized station personnel and by August, when it signed the sound effects technicians at NBC's New York stations, WEAF and WJZ, claimed some 700 members at more than 20 stations.

Authors League of America formed Radio Writers Guild as a subsidiary union along the pattern of Screen Actors Guild, with four representatives on the League board. Actors Equity Assn. formulated plans for organizing actors, singers and announcers at stations and networks, but soon relinquished this field in favor of a new AFL entertainment union, American Federation of Radio Artists, given jurisdiction over all persons except musicians appearing before the microphone. Emily Holt, associate counsel of Equity for seven years, was named executive secretary of AFRA and began collecting data on radio employment of talent, preliminary to presenting demands to the broadcasters. By December, AFRA claimed its membership included 70% to 90% of radio artists in key cities. Faced with such big-league competition, AGRAP pondered affiliation with AFL or CIO.

Labor Disputes Widespread But Not National

Widespread organization at such a pace inevitably produced a number of labor disputes, strikes, lockouts and Labor Board cases, but none of the disturbances spread to national proportions. Many new-formed unions died aborning, including Mr. Petrillo's organization of announcers, producers and sound effects men, admittedly formed to ward off CIO attempts to sign up Chicago's radio workers. But before bowing out of the picture this new union won a 20% increase for the workers in those categories at WBBM Chicago.

Alarmed by the growing number of suits filed against stations for allegedly defamatory remarks broadcast by ad lib speakers on the air, usually during political speeches, broadcasters sought legislative protection. In 1937 Iowa passed a law absolving the broadcaster from liability for defamation by an outside speaker if the broadcaster exercised reasonable care to avoid it. California passed a similar measure, limiting the protection to political broadcasts, and Indiana adopted a bill limiting a station's liability to actual damages, provided the broadcast was made in good faith and that a full and fair retraction was broadcast within a specified time.

The topic was of such interest that BROADCASTING published a two-installment summation of the legal liability of broadcasters prepared by Joseph A. McDonald and

Call It What You Like

THERE'S no substitute for honest, conscientious, tireless public service . . .

like BROADCASTING has given the radio industry so faithfully and well for 19 years under SOL TAISHOFF . . .

like WHBF (Rock Island, Ill.) has given the people of the Quad-Cities, (pop. 233,000) and adjacent area for 25 years in radio, and NOW in TV . . .

RESULT — undisputed leadership. WHBF, *like* BROADCASTING, *follows the rule—*

FIRST You Must SERVE!

Ira L. Grimshaw of the NBC legal department.

Radio was scarcely mentioned at the annual April convention of the American Newspaper Publishers Assn. which extended the Press-Radio Bureau for another year as a matter of course, reflecting a changed attitude on the part of the publishers who were now accepting radio as a normal factor of American life. A check made at the time by BROADCASTING showed that of the country's nearly 700 radio stations, 209 were identified with newspaper interests. More than 100 publishers with radio affiliations held a private meeting during the convention to discuss the threat of newspapers being barred from station ownership, a bill to that effect having been introduced in the House. In hearings of contesting applications certain FCC members and examiners indicated preference for non-publisher applicants for fear that granting a station license to a newspaper publisher might produce a dangerous monopoly of news in the community.

Radio Pioneer Marconi Dies of Heart Attack

On July 20 Guglielmo Marconi, world renowned radio pioneer, died of a heart attack in Rome. Few inventors have lived to see such great results from their inventions.

The suit of Transradio Press against CBS, NBC, AP, UP, INS and ANPA for $1,700,00, charging conspiracy in restraint of trade, was settled out of court after pending for more than two years. Jack Howard was elected president and Merlin H. Aylesworth, former NBC president, now a Scripps-Howard executive, was elected a director of Continental Radio Co., station-operating subsidiary of Scripps-Howard Newspapers which later that year changed its name to Scripps-Howard Radio Inc.

Mr. Aylesworth

Television activity increased throughout the year: Philco and RCA began testing transmission with 441-line pictures, refined from 1936's 343-line images to conform to RMA recommendations; CBS began installing a transmitter atop New York's Chrysler Tower and constructing studios across the street in Grand Central Terminal Bldg.; Don Lee continued its test transmissions on the West Coast and Farnsworth Television conducted field tests in Philadelphia.

In the spring RCA showed a projection receiver, producing pictures 8 by 10 feet in size, at the IRE convention, and in the fall NBC got its first mobile TV unit, comprising two large vans, for remote pickups. At the end of the year 18 experimental video broadcast licenses had been issued. But TV was still in the laboratory; no sets had been put on sale to the public. Answering BROADCASTING's question as to when TV would emerge, David Sarnoff, RCA president, replied in a signed article: "I do not know and I do not know anyone who does know."

In England, the BBC had decided on the Marconi-EMI system as most suitable and had discarded the Baird system and the alternate telecasts of the two inaugurated the previous year. Reduction from two to one systems cut receiver prices by about a third— from $498 to $315 for the cheapest TV-only sets, with combination TV-radio sets down from $630 to $420. A coaxial cable laid around inner London for remote pickups was first used to telecast the procession at the coronation of King George VI on May 12. Some 2,000 TV sets were sold in England during the first year of telecasting there.

During 1937 the ranks of stations experimenting with facsimile broadcasting swelled from five to more than a dozen, using their regular transmitters for picture and print broadcasts between midnight and morning. Most of the newcomers were using the facsimile equipment developed by W. G. H. Finch, formerly assistant chief engineer of the FCC. By year's end RCA also had a facsimile system on the market and John T. Parkerson had been granted an indefinite leave from Transradio Press to direct the Fultograph Co., manufacturing equipment for the Fulton facsimile system.

Mr. Finch

Gross Time Sales Top $141 Million

Business was good for broadcasters in 1937, with gross time sales of $141,170,000 for the year, according to an estimate made by Dr. Herman Hettinger for the 1938 BROADCASTING YEARBOOK. This represented an increase of 20% over the 1936 total, with national networks up 16%, regional networks up 4%, spot up 35% and local up 20%. Summer business showed less seasonal decline than in any previous year, largely due to baseball broadcast sponsorship, for which General Mills alone spent more than $1 million, with Kellogg Co., Socony-Vacuum Oil Co. and Atlantic Refining Co. also major baseball sponsors.

Demonstrating its faith in radio as a means of promoting attendance at the ball park, the Chicago Cubs sponsored re-enactments of the team's games for an hour each evening on WGN Chicago. Atlantic Refining Co. also was a leading football sponsor, using broadcasts of 163 games along the East Coast. Tidewater-Associated Oil Co. sponsored 90 Pacific Coast football

(Continued on page 108)

WBIG
CBS
IN GREENSBORO, N.C.

"The Prestige Station of the Carolinas"

Serving its area since 1926

as BROADCASTING *has served*

the radio industry

for twenty years

WBIG

Gilbert M. Hutchison, President

CBS Affiliate 5000 watts

EST. 1926

represented by Hollingbery

FLOOD COVERAGE was one of the most important radio events in 1937. Stations everywhere performed outstanding public service. Above is typical view. This is scene in WSM Nashville studio (l to r): Tom Stewart, Jack Harris, Betty Smith, Manager Harry Stone, Otis Devine, Ed Kirby, David Stone and Mrs. Margaret Ackerman.

* * *

1937

(Continued from page 107)

games, spending $250,000 for rights alone, and Kellogg Co. sponsored gridiron contests from New England to Denver.

Networks continued their expansion in 1937 and at the end of the year CBS had 114 affiliates; NBC-Red had 94 and NBC-Blue 99, with considerable duplication; MBS had 73. FCC issued licenses for 39 new stations during the year and O. H. Caldwell, editor of *Radio Today*, estimated that 7,700,000 home radios and 1,750,000 auto sets were sold, bringing the national total at year's end to 37 million sets and 26 million radio homes. Dr. Daniel Starch, in a study made for CBS, found U. S. broadcasters providing more than 95 million family-hours a day of listening.

The move to Hollywood for program origination became almost a stampede in 1937. In the spring a BROADCASTING analysis of network program sources showed the percentage from the movie capital up from 6.2% the year before to 11.4%, with New York holding its same relative position—58.6% compared with 57.8% the spring of 1936—and Chicago down from 30.6% to 25.0%. CBS began constructing a $2 million Hollywood studio and office building in the spring; NBC broke ground for its new Hollywood headquarters in the fall; World Broadcasting System also that fall started work on a building to house recording studios and a processing plant. Agencies opened or expanded Hollywood offices. By fall the hardest part of putting a new program on the air from that city was to find a studio for it.

Radio Wins Respect With Flood Crisis Activities

From the crowded pages of radio's 1937 chapter the most memorable sequence is that recording radio's part during the flood crisis in the opening months of the year, when the Ohio and Mississippi rivers inundated the land with a flood of unprecedented proportions. Paying its respects to "all the men and women of radio who in the disastrous 1937 flood crisis gave unstintingly and heroically of their time and effort to rescue and relieve distressed humanity," BROADCASTING said, in part:

"Radio has often been accused of having no tradition and being greedy. But youth, too, can build a tradition—and a wholesome example of radio's willingness to forget self was furnished by the complete abandonment by all stations in the flood regions of everything but broadcasts devoted to human needs; by the heroic rescue and relief work of the station managers and their staffs, not to mention their remarkable news coverage of the disaster so that the outside world could know; and by the magnificant results achieved by stations and networks generally in helping the Red Cross put over its great drive for funds."

1938

INVIGORATED by the desire for a strong industry organization able to withstand and repel attacks of the sort which the previous year had found the NAB weak and faltering, the NAB membership, risen to a new peak of 434, met in February for a two-day whirlwind convention which enthusiastically ratified the reorganization plans and elected a new board with orders to put them into effect as rapidly as possible, even including the increased dues schedule.

The board retained Philip G. Loucks, former NAB managing director and author of the reorganization plan, to guide the association until the new paid president should take over, then set about the task of choosing the right man for the job. Finally in what BROADCASTING editorially termed a "master stroke" of industry diplomacy, the board drafted Mark Ethridge, vice president and general manager of the Louisville *Courier-Journal* and *Times* and of WHAS Louisville, as interim president. He had repeatedly rejected offers to become NAB's permanent paid head executive.

Mr. Ethridge immediately dispelled any fears that his would be a watchful-waiting administration. Calling in Edwin M. Spence, former manager of WBAL Baltimore, as acting staff executive Mr. Ethridge began building the kind of headquarters organization required by the new plans. Joseph L. Miller, veteran newspaper man, was appointed publicity director with emphasis on labor relations; Paul F. Peter left his post as secretary of the tripartite Joint Committee on Radio Research to become research director of NAB; Edward M. Kirby, sales promotion director of the National Life & Accident Insurance Co. and its radio station WSM Nashville, was made NAB public relations director.

Mr. Spence

The executive committee was assigned to tackle at once its toughest long-term task, an exhaustive exploration of the entire copyright situation was the goal of defining a positive NAB position before the expiration of the current ASCAP contracts on Dec. 31, 1940. Mr. Ethridge himself led the industry opposition to Congressional bills for the construction of a Government-owned shortwave radio station which succeeded in blocking

(Continued on page 110)

K·M·B·C

"First—
in the Heart of America"

Now Becomes a Key Station of the Columbia Network

Adding—
Additional Prestige Listener Interest Value

Midland Broadcasting Co.
Pickwick Hotel
Kansas City, Mo.

Two Decades of Broadcasting Operations With the KMBC-KFRM Team

KMBC has made good on its prophetic advertising of years ago:

"In the years to come, KMBC will continue to improve its technical facilities, expand its program services, and deliver even more effective results for advertisers in this rich Middle Western Market."

Space does not permit the listing of all the early accomplishments of KMBC during the last two decades, but following are a few of the highlights:

1. During the 1930's KMBC, with 51% urban and 49% rural coverage, discharged its two-fold responsibilities by pioneering in broadcasting of farm informational services, home service programs, "school house" programs, children's activities, news, sports, public events programs and entertainment features.

2. KMBC became Kansas City's most-listened-to station, both in its metropolitan area (see Hooper & Conlan Kansas City Surveys) and throughout its rural coverage area (see Conlan Rural Surveys) in both Missouri and Kansas.

3. KMBC was the first regional station to win the Variety Showmanship Award for "Program Originating Station."

4. In 1943, under the direction of America's foremost radio farm service expert, Phil Evans, KMBC established one of the first livestock farms in service to farm audiences. Ken Parsons, and marketcaster Bob Riley, round out the full-time Farm department.

5. During the war years, KMBC received numerous citations for outstanding contributions in behalf of the war effort. It was the first station in America to appoint a full-time War Activities director.

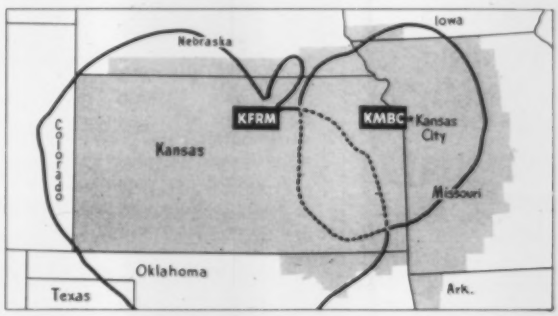
6. In June, 1945, KMBC was the first broadcaster in this part of the world to conduct an Educational Conference, dedicated to a fuller utilization of educational radio programs. Among the highlights of this conference were the nation-wide and international network broadcasts of the "Horizons Unlimited" and "Trans-Atlantic Call" programs.

7. December 7, 1947, Governor Carlson of Kansas threw a switch that put KFRM, the Kansas Farm Station, on the air. With the KMBC-KFRM Team, Arthur Church's dream of effectively covering the vast Kansas City trade area became an actuality, doubling the number of farmers who could take advantage of KMBC's great farm service programs. KFRM, with 5,000 watts on 550 kilocycles, became the first station ever licensed to operate with its transmitter a great distance (170 airline miles) from its home base.

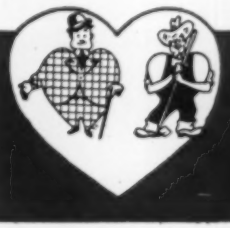
8. On New Year's Day, 1948, Arthur B. Church announced a great new radio and television center for Kansas City, the future home of KMBC, The KMBC-KFRM Team, and KMBC-TV. His prediction that Kansas City would have television before the year 1948 ended did not materialize, although a new TV studio and new TV mobile unit were ready for operation in the spring of 1948, and KMBC paid for Blues 1948 baseball season telecasting rights. The application for KMBC-TV was caught in the FCC freeze.

9. As this ad is written, KMBC has announced plans for a 1,000-foot television tower with high gain antenna for maximum TV service to the people of the Kansas City trade area, and KMBC is preparing for occupancy January 1, 1951, the first great television center in the Heart of America. The half-block square, six-floor building will house all KMBC radio and television operations, with modern studios and an auditorium which will seat over 2,700 people. Arthur B. Church, Jr., son of the founder of KMBC, returned from the Navy, graduated from Amherst, and has begun his broadcasting indoctrination at WBBM.

In 1950, Kansas City's Centennial Year, The KMBC-KFRM Team is confidently looking to the future and new horizons, as it continues to dedicate itself to service in the public interest.



The Kansas City Primary Trade area is shown by the shaded area, and KMBC and KFRM 0.5 MV/M daytime contours are indicated by solid black lines.



The KMBC-KFRM Team

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC

1938

(Continued from page 108)

their adoption. He also inaugurated a campaign for stations being licensed for longer terms than the six-month periods of the grants at that time.

In July Neville Miller, lawyer, educator and former mayor of Louisville, nationally known as the "fighting mayor" for his courageous and forceful direction of emergency relief activities during the flood of 1937, was installed as NAB first paid president, with a salary of $25,000 a year, plus $5,000 traveling expenses.

Like Mr. Ethridge, Mr. Miller made the copyright problem his number one concern, attacking it with such vigor that at the year's end John G. Paine, general manager of ASCAP, invited him to sit down for a series of "frank talks" about the copyright difficulties which Mr. Paine insisted were essentially "no more than economic" and were subject to solution on a straight business basis.

With some two-thirds of its income derived from broadcast licenses, which in 1937 had paid ASCAP $3,878,752 of its total revenue from all sources of $5,926,941, ASCAP quickly contested the so-called "anti-ASCAP" laws adopted by a number of states and won some injunctions against the application of these measures as violating the national copyright law, with a Supreme Court review pending at the end of the year.

The NAB Bureau of Copyrights had ceased its activities during the reorganization period and in December the NAB board authorized the sale of its library of copyright-free musical transcriptions to the firm that had recorded them, E. V. Brinckerhoff & Co. Lang-Worth Feature Programs, which had been recording tax-exempt music since 1935 and in October had issued a catalog listing some 2,000 such musical compositions already included in its transcription library, also bid for the NAB library, but lost out by not matching the Brinckerhoff guarantee of a $25,000 cash payment. A third collection of recorded music which broadcasters could use without copyright license worries was announced by Davis & Schwegler, Los Angeles company organized by Kenneth C. Davis, former Seattle attorney who had been active in securing passage of the Washington State anti-ASCAP law. Carl Haverlin, commercial manager of KFI and KECA Los Angeles, joined Davis & Schwegler as general manager.

AFM-IRNA Agreement Becomes Effective

The AFM-IRNA agreement, pledging the nation's network affiliated stations to the expenditure of an additional $1.5 million a year for the employment of union musicians, virtually doubling the group's previous budget for musicians, became effective Jan. 17, after Emile J. Gough, IRNA secretary, and Joseph N. Weber, AFM president, exchanged more than 200 contracts negotiated by the individual station operators and the AFM locals in their cities. Except for a few trouble spots, notably New Orleans where final agreement between union and network outlets was not reached until August, the plan went into effect almost immediately.

Early in February the AFM presented sample licenses to the makers of phonograph records and transcriptions in typical take-it-or-no - union - musician - will - work-for-you fashion. One of the provisions was a ban on serving "unfair" stations. The recorders notified the non-network stations that they had better make terms with the AFM if they wanted to continue to receive recorded music. Lloyd Thomas, WROK Rockford, chairman of a committee set up by these non-network broadcasters who had expressly limited its function to fact collecting, not negotiating, reported that the response to the committee's questionnaire to stations concerning their employment of musicians had been too small to have any value in compiling statistics for the group. He enlisted the aid of Mr. Loucks who persuaded Mr. Weber to hold off any immediate union strike action.

Mr. Thomas

Only 45 of the 329 commercial stations without network affiliation attended a special meeting called by the Thomas committee for March 28. Despite the lack of a quorum the committee, enlarged to nine members, accepted this group's authorization to negotiate the best deal possible with the union. Each station reserved the right to reject it if not satisfactory. The committee went to work and in short order secured AFM agreement to a contract which followed the IRNA pattern of station expenditures of 5.5% of their net income for employment of musicians, but with a blanket exemption of the first $15,000 of each station's income from the calculations and with complete exemption for the 112 stations with annual income of less than $20,000. Although the stations were slow in negotiating new local FM contracts on this basis, the agreement was called officially effective on Sept. 24, when some 80 signed contracts were exchanged by the committee and the union.

Meanwhile, AFM had issued temporary licenses to the recording companies. They accepted restrictions against dubbing music from one record to another without specific AFM consent and against recording for other companies not licensed by the union. They also agreed to a closed shop. The AFM on its part withdrew the stipulation about service to "unfair" stations as unnecessary if the independent broadcasters accepted their new contracts as the IRNA stations had done.

RCA Demands Licensing For Victor, Bluebird Records

In January RCA notified broadcasters that following the Pennsylvania court decision upholding the right of a recording artist in the phonograph records he makes, it felt impelled to assert its own rights by forbidding the broadcast of Victor and Bluebird records by non-licensed stations, offering temporary licenses without charge on written request. Many broadcasters refused to admit RCA's rights by signing such letters, some dropping these two labels from their record programs, others continuing to use them anyway.

RCA also filed suits against both parties involved in the suit of Paul Whiteman against WNEW New York for unauthorized broadcast of a Whiteman recording issued by RCA. When that case came to trial early in December in the Federal District Court in New York, Whiteman withdrew his suit against WNEW which defaulted on its defense against RCA, leaving for trial RCA's suit against the noted band leader, which had not been decided by the end of the year. The Whiteman defense was handled by the National Assn. of Performing Artists, which was endeavoring to establish the rights of performers to their recordings and had unsuccessfully tried to employ James C. Petrillo, president of the Chicago Federation of Musicians, as NAPA head at a salary of $100,000 a year. Stuart Sprague, representing the NAB, secured permission of the court to file a brief stating the position of the broadcasting industry on the issues in the case.

Unionization of the employes of stations and networks continued apace during 1938. At AFRA's first national convention, held in November in St. Louis, the AFL talent union reported to its 6,000 members that contracts for actors and singers on all network sustaining programs had been signed with CBS and NBC, for announcers at six stations and for all employes at WRPN Janesville, Wis., with negotiations then in progress with a committee of the American Assn. of Advertising Agencies for a standard contract for talent used on network commercial programs.

Terms of AFRA Code Submitted to AAAA Group

The code submitted by AFRA to the AAAA committee proposed minimum pay of $15 for an actor appearing on a 15-minute program, with a broadcast fee of $10 and $6 an hour for rehearsal time, compared to the network sustaining fee of $17 for a quarter-hour program including two hours of rehearsal. For soloists on commercial shows AFRA asked $40 for a quarter-hour program, compared to a minimum of $65 a week for a network staff soloist for working on six sustaining shows a week. Announcers terms were put at the same rate as actors, except that if guaranteed 13-week employment on a serial program an announcer's minimum was set at $50 a week for three shows a week, $60 for four, $75 for five and $85 for six, with no extra charge for 45 minutes of rehearsal before each broadcast. The agency committee promptly rejected these demands as "so far out of line with the economic possibilities that they constitute a real threat to the use of broadcasting for advertising purposes" and negotiations were stalemated when the year ended.

Associated Broadcast Technicians, formerly a CBS company union but now representing technical employes of seven other stations in addition to nine CBS owned and operated stations, won over American Communications Assn. (CIO), which claimed representation of engineers at CBS stations in New York and Washington, when the National Labor Relations Board ruled that the proper bargaining unit was all O&O station technical employes and not those at each station, following network testimony that these employes were frequently moved from one station to another.

ACA and IBEW (AFL) continued their organization of tech-

Time Buyers, NOTE!
NO TV
Stations within
60 miles of
YOUNGSTOWN, O.
Ohio's 3rd
Largest Trade Area
Buy
WFMJ
The Only ABC
Station Serving
This Market
5000
WATTS
All programs duplicated on
WFMJ-FM
50,000 Watts on 105.1 Meg.
CALL
Headley-Reed Co.,
National Representatives

THESE Commissioners comprised the 1938 Superpower Committee (l to r): Frank R. McNinch, ex-officio member of committee; T. A. M. Craven; Norman S. Case, who served as committee chairman; George H. Payne. At right is the 1938 facsimile installation of KSD and the *St. Louis Post Dispatch* with George M. Burbach (l), the newspaper's advertising manager and station director, and Elliott Roosevelt, president of Hearst Radio Inc. and the Texas State Network.

* * *

nicians. AGRAP, although overshadowed by AFRA, also continued to expand its membership and decided to remain independent after considering mergers with both AFRA and ACA. The American Newspaper Guild even entered the radio field, winning representation of all employes of WTCN Minneapolis except musicians, engineers, salesmen, executives and supervisory personnel.

1938 opened with the repercussions of Mae West's mid-December appearance on the Charlie McCarthy program drowning out the sound of the New Year bells for NBC's top executives at least, and closed with still crimson countenances for their peers at CBS from Orson Welles' too-realistic simulation of radio reporting in a modernized version of *War of the Worlds* on that network. Miss West's sultry portrayal of Eve in a comedy routine provoked many offended hearers to demand action from the FCC. Mr. Welles' dramatic account of New Jersey's invasion by men from Mars produced considerable confusion and enough hysteria to again require Commission attention and to secure prompt agreement by all networks to forswear any further such misleading use of newscast techniques on non-news programs.

Charges of Censorship Hurled at Commission

During the course of the year the Commission also looked into an NBC broadcast of Eugene O'Neill's Pulitzer prize winning play, "Beyond the Horizon," but as in the other cases, took no official action, program censorship being expressly forbidden the Commission by the Communications Act. These events, however, and particularly the FCC Chairman McNinch's strong rebuke of NBC for the Mae West program, which he termed as falling "far below even minimum standards which should control in the selection and production of broadcast programs," aroused charges of Commission censorship.

A more serious aspect of the whole problem arose in November when Father Charles E. Coughlin, in a broadcast on "Persecution—Jewish and Christian," made statements which many listeners took as anti-Semitic. When several of the stations on the special hookup carrying the series asked for advance scripts of future broadcasts and, failing to get them, did not carry the talks, they were picketed by groups who charged them with censorship and demands were made that they resume the series or forfeit their licenses.

Miller Claims Broadcasters' Right for Advance Script

A statement by Neville Miller noting that a broadcaster had every right to demand a script in advance, since he was responsible for what was broadcast over his facilities, and further pointing out that the Constitution guarantees the right of freedom and religion as well as freedom of speech and "in protecting one right we must not violate other rights" evoked denunciation as well as praise, with a rift even in the ranks of the broadcasters themselves.

Mr. Miller

The Commission in March began notifying stations of all complaints received against them without itself making any prior investigation and many stations received temporary licenses. Broadcasters protested that this policy of itself was tantamount to censorship by intimidation and several groups, notably CIO unions, were using threats of complaints to the FCC as a means of getting broadcast time for material which might otherwise have been turned down. The Commission appointed a committee to study the whole matter of the proper handling of complaints, meanwhile modifying its procedure to investigate complaints before taking action on them.

At the NAB convention in February Chairman McNinch had warned broadcasters against "unwisely yielding to the temptation to exact profits to the impairment of public service." Sen. Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, reminded the station operators that they were only "temporary" trustees of public rights and not to get a false sense of ownership that might lead them to abuse their granted privileges.

FCC Acts To Prevent Communication Monopolies

Fear that broadcasters might secure a monopoly of public opinion was reflected in a Commission ruling, adopted in March, that no licenses for second stations be issued to present licensees in the same community unless "it is clearly shown" that the public interest can best be served in that way, and by decisions against newspaper applicants. Bills prohibiting newspaper ownership of radio stations were introduced in Congress.

To investigate radio monopoly on a national scale, the Commission ordered a full investigation into network operations. This hearing got underway in mid-November with the witnesses of NBC, first to be called, still on the stand as the year ended.

In April, William S. Paley, CBS president, launched the industry's defense to the public. Broadcasting his annual report to CBS

(Continued on page 114)

INDIVIDUAL pictures used in this section are contemporary photographs showing the individuals at about the time mentioned in the text.

FOR SOME INTERESTING INFORMATION ON RADIO IN IOWA, PLEASE SEE PAGE 35 OF THIS ISSUE

"COVERAGE"

DOESN'T LISTEN

"Station coverage" is one thing; "audience" is something else. It is, at least, if you are talking to a representative of Westinghouse Radio Stations. And the difference is not a mere "distinction;" it's a difference amounting to thousands of radio contacts per night in the case of almost any station you want to talk about.

COVERAGE (as we use it) means just this: The number of receiving sets reached by an adequate signal from the station in question. That takes in a lot of territory for any first class station . . . including a lot of territory that doesn't mean much to the buyer of broadcasting time.

AUDIENCE (in the Westinghouse Radio Station's vocabulary) means what it sounds like: The actual listeners to station programs.

Coverage may be interesting to know . . . but it's AUDIENCE that makes broadcasting time pay its way.

Westinghouse Radio Stations have developed a new method for measuring AUDIENCE. You can now know with more certainty than ever before the *audience value* of the time you buy. We can tell you in actual trading areas what is the primary zone of influence of Station KDKA, for instance. Also the daily average number of listeners to KDKA in that zone. Month to month records are available of changes in number of listeners.

When you're planning a radio campaign, get the facts about AUDIENCE VALUE. "Coverage" doesn't listen.

WESTINGHOUSE · RADIO · STATIONS

WBZ-WBZA
990 kilocycles

Boston, Mass., Hotel Bradford
Springfield, Mass., Hotel Kimball

KDKA
980 kilocycles

COMMERCIAL OFFICES
Pittsburgh, Pa., Hotel William Penn

KYW-KFKX
1020 kilocycles

Chicago, Ill., 1012 Wrigley Building
New York, N. Y., 50 East 42nd Street

XUM

We well remember the ad reproduced by Broadcasting *at the left.. and still agree with its philosophy. Here we add a few words to bring the story up to date.*

Two decades later.. it's still LISTENERSHIP that counts!

We said it in 1931, and we say it today: To the advertiser, *listenership* is what makes a station worth the rates on its card.

But today's advertisers, unlike those of 1931, have a universal measure of listenership. It's the continuing BMB survey, the largest sampling job ever attempted on the radio audience. And for Westinghouse stations, written replies to BMB inquiries indicate a listening audience of more than

4 million families

To reach this huge audience, concentrated in 6 of the nation's greatest markets, be sure that Westinghouse stations top your schedules!

WESTINGHOUSE RADIO STATIONS Inc

KDKA · KYW · KEX · WBZ · WBZA · WOWO · WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

(Continued from page 111)

stockholders over the network, Mr. Paley eloquently opposed any restrictions against the American system of brodcasting which might impair its proven ability to provide the best broadcasting service in the world. He urged the Commission to keep its regulations to the minimum needed to insure broadcast reception without interference, which he stated was the only reason for the Commission's existence.

Mr. Paley

Mr. Paley's forthright speech evoked a flood of approbation, with President Roosevelt writing approval of the open forum plan.

Other industry spokesmen followed suit. Analyzing the role of broadcasting in a democracy, the Federal Council of Churches of Christ in America declared: "No administrative agency is wise enough to be entrusted with power to determine what people shall hear."

The time was ripe and when David Sarnoff, chairman of the NBC board, as first witness in the FCC network monopoly hearing, called on the broadcasting industry for a program of self-regulation, there was an immediate response. All groups within the industry should pool their experience to produce a voluntary code embodying program standards "that advances beyond all previous standards," Mr. Sarnoff urged, "an act of voluntary self-regulation on the part of the entire broadcasting industry in the United States."

NAB President Miller immediately accepted the challenge and appointed a committee of top broadcasting executives to chart procedure for establishing industry self-regulation and developing proper program standards. Committee members were: Edward Klauber, CBS executive vice president; Lenox R. Lohr, NBC president; Theodore C. Streibert, MBS vice president; Paul W. Morency, WTIC Hartford; Edgar L. Bill, WMBD Peoria; Ed Craney, KGIR Butte.

Mr. Klauber

The superpower hearing, expanded into a general hearing on all broadcasting allocations, ran from June 6 to June 30, with 35 witnesses presenting some half-million words of testimony which followed expected lines: The Clear Channel Group advocated retention of a minimum of 25 clear channels with 50 kw made the minimum rather than the fixed power as essential to providing adequate program service to much of the country; the National Assn. of Regional Stations urged duplication of assignments on clear channels with 50 kw retained as the maximum power and regionals granted 5 kw for both day and night operation; the National Assn. of Independent Broadcasters seconded to a large degree the views of the regional group about 50 kw maximum power and duplicate operation on clear channels. Major surprise came with the filing of briefs following the oral testimony, when NBC came out flatly in favor of superpower, first definite network statement on this issue.

Senate Steps In To Superpower Issue

The term "superpower hearing" was somewhat of a misnomer, as just before it got under way the Senate adopted a resolution forbidding the FCC to adopt any rules permitting standard band operation with more than 50 kw, as contrary to the public interest. Measure was introduced by Sen. Wheeler, who made it a condition of his assent to ratification of the Havana Treaty, which required unanimous approval. The resolution adopted, the Senate proceeded to ratify the Treaty, covering the distribution of radio frequencies among the North American countries. Cuba previously and Canada subsequently ratified the agreement as well, but Mexico at the end of 1938 still was refusing to take similar action.

The same FCC committee that had conducted the June allocations hearing—Norman S. Case, T. A. M. Craven and George H. Payne—in July held hearings on WLW's application for continued experimental operation with 500 kw, ten stormy days of argument in which the station's contention that it was rendering an indispensable service to many thousands of listeners was matched by representatives of other stations in the area who claimed that WLW's superpower was giving it a dominant position resulting in a loss of business for them. While the hearing was in progress, WLW received a renewal of the 500 kw experimental license until February 1939, but the committee report, issued in the late fall, recommended its termination, a conclusion which WLW hotly contested, urging the full Commission to permit it to continue its superpower experiments. The committee's report on overall allocations had not been presented to the full FCC at the end of the year.

In connection with the allocations hearing the FCC made public an analysis of the economics of broadcasting, based on responses to elaborate questionnaires sent to stations and networks earlier in the year. The report showed that the industry had netted $18,883,935 in 1937 on a total revenue of $114,222,906, with program and talent costs aggregating more than a third of radio's operating expenses.

More startling was the fact that the broadcasting industry paid the highest average weekly wage of any American industry, unearthed by BROADCASTING through a check with the Bureau of Labor Statistics. The average paycheck of broadcasting's 17,000 full-time employes was $45.12, topping even the motion picture business, which ranked second with an average weekly pay of $41.33, followed by brokerage ($34.47), insurance ($34.17), durable goods industries ($29.95) with the average for all manufacturing $22.46, all figures as of March 1938.

Following a series of adverse court decisions upsetting those of the FCC, Chairman McNinch in October dismissed Hampson Gary as general counsel, replacing him with William J. Dempsey, 33-year old attorney who had left the Federal Power Commission, where he had been assistant general counsel, to serve as special FCC counsel in the network monopoly hearing. Two months later William C. Koplovitz, acting general counsel of the Power Commission, moved over to the FCC as assistant general counsel.

Mr. Dempsey

Meanwhile, the FCC had undergone a thorough overhauling, with the examining division and information-section abolished and their directors dismissed and a new procedure for hearings established. When the McNinch proposal to exempt some 60 attorneys, trial examiners and confidential secretaries from Civil Service classifications was approved by a 4 to 2 vote, Commissioner Case being ill, the feud between the chairman and Commissioners Craven and Payne broke out into the open. One prompt result was the promise of Congressional leaders that the new Congress would be given proposals for a thorough investigation of the FCC.

Gross Time Sales Over $122 Million

Radio's gross time sale for the year totaled $122,890,000, according to an estimate prepared for the 1939 BROADCASTING YEARBOOK by Dr. Herman Hettinger, who pointed out that while the gain over 1937 was less than earlier year-to-year increases, the industry could be proud of any gain in a year whose early months were passed in a period of recession, and in the face of a general decline in advertising volume.

Sportscasts again produced heavy sport revenue, with General Mills, Kellogg Co., Socony-Vacuum Oil Co., Atlantic Refining Co. and B. F. Goodrich Co. the top sponsors of baseball, while Atlantic and Tidewater-Associate Oil Co. were the major football sponsors, although numerous other advertisers, chiefly oil companies, used football on a local level. Politics provided revenue for stations and statewide networks, with a number of new regional hookups created primarily to get this business. Co-op programs provided a growing proportion of network business, especially for MBS. The use of local cut-in announcements on network shows reached a point which led NBC to alter the contracts with affiliates to provide for payment to stations of 7½% of their network hour rate for each announcement, to standardize the practice. Use of cowcatcher and hitch-hike announcements for unrelated products on network programs increased to such an extent that the IRNA committee started discussions of means of curbing this practice with network officials.

Newspapers Drop Logs As Advertising Sags

Newspapers' alarming loss of advertising during the first months of the year while radio billings were hitting new highs revived the old bitterness and many papers, particularly on the Pacific Coast, dropped their radio columns of program news and comment, retaining, however, their program logs.

Radio acquitted itself well enough in keeping the American

LANG-WORTH
FEATURE PROGRAMS
SELL
BEER & WINE!

LANG-WORTH
FEATURE PROGRAMS, Inc.
113 W. 57th ST., NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

public informed of the Nazi conquest of Austria in March, the networks all broadcasting the speech of Adolf Hitler from Vienna on March 15, that of Benito Mussolini the following day and Secretary of State Cordell Hull's statement of the United States position on the 17th, in addition to numerous eyewitness accounts from Central Europe.

With this preliminary experience, the networks were ready in September when the German troops marched into Czechoslovakia. From the Sept. 10 address of President Benes pledging to maintain his country's independence at all costs right through to the final agreement at Munich on Sept. 29, European reporting became the main concern of the networks, which kept the public at their radios day and night for the latest developments for war or peace.

Throughout the month radio was first with the news direct from the scene, right up to the final signing of the pact. The full text was broadcast by NBC 17 minutes after it was released, 46 minutes ahead of any other report to the United States.

Mr. Kaltenborn

CBS won plaudits for its round-ups of comment on each major development from the world's capitals and H. V. Kaltenborn, whose crisp analyses of the news and what it meant were broadcast a dozen times a day, became in a month the possessor of the best known voice in the country, with the possible exception of the President. Approximately $50,000 in rebates to sponsors for cancelled programs were included in the overall network costs of some $175,000 for its crisis coverage.

Hurricane Hits New York, New England

In the midst of those critical days of September 1938, a tropical hurricane swept upward along the coast from New York through New England, pushing over transmitter towers and throwing out power supplies so thoroughly that scarcely a station along its path escaped unscratched and many were put off the air for hours or even days. All those that could stay on or get back on immediately threw all their facilities into the task of rescue, relief and news reporting.

Television moved ahead during 1938 with NBC staging almost continuous demonstrations for interested groups all through the spring, with two companies—Allen B. DuMont Labs and National Television Corp.—putting sets on sale, with the FCC granting TV station licenses to DuMont and Zenith, with Paramount Pictures buying a substantial stock interest in DuMont, and with RCA announcing that it was ready to sell TV transmitters to interested broadcasters (CBS had already bought one and was busily installing it in the Chrysler Tower).

Dr. E. H. Armstrong began building a 50 kw FM station at Alpine, N. J., and Paul F. Godley, consulting engineer, began supervising the construction of another highpower FM station at Paxton, some 45 miles from Boston, for the Yankee Network.

ANPA Meet Sees Three Facsimile Systems

Three systems of facsimile broadcasting were demonstrated at the ANPA convention—Hogan, Finch and RCA—and W. G. H. Finch was licensed to erect a facsimile-and-sound broadcasting station in New York, using the new FM system of transmission for its duplex service.

Also in 1938 Hearst Radio began divesting itself of stations, at year's end had sales of six of its 10 awaiting FCC approval; Elliott Roosevelt, appointed president of Hearst Radio early in the year, also became president of Texas State Network, 23-station regional chain which affiliated with MBS; Arde Bulova, watch manufacturer, bought WPG Atlantic City, subject to Commission approval, to move to New York and merge with his other stations to make one full-time operation; Gardner Cowles Jr., publisher of the *Des Moines Register* and *Tribune* and owner of KSO and KRNT Des Moines and WMT Cedar Rapids, acquired WNAX with FCC approval; NBC appointed A. E. Nelson, former manager of KDKA Pittsburgh, sales manager of the Blue Network, inaugurated a new discount plan for the Blue; CBS and NBC both moved into new Hollywood headquarters; World Broadcasting System in October inaugurated World Transcription Network, one station to a city, to sell spot business on a network basis, absorbing mechanical cost and selling as a package, had 54 affiliates at year's end; the FCC set aside the 41-42 mc band for educational use exclusively, issued licenses to the Cleveland and New York boards of education for such stations; NBC at year's end moved Niles Trammell to New York as executive vice president, Sidney Strotz replacing him as acting manager of the Central Division in Chicago.

1939

THE YEAR 1939 began with the threat of a nationwide strike against broadcasting stations by the American Federation of Radio Artists; it ended with the threat of a nationwide strike against broadcasting stations by the American Federation of Musicians.

It was a year in which two new kinds of broadcasting—FM and TV—came out of the laboratory and began demonstrating their ability to provide regular day-in day-out service; a year in which broadcasters got their terms of license extended from six months to a year and were told they would have to take out licenses to use phonograph records; a year in which the FCC adopted a new set of rules for regulating broadcasters and broadcasters adopted a new code of their own.

Broadcasters Declare Independence of ASCAP

It was a year in which war broke out in Europe and, of much more immediate importance to American broadcasters, 1939 was the year that, at long last, they declared their own independence of ASCAP and began preparing means of backing up that declaration at the end of 1940 when their ASCAP contracts were to expire and musically, they would be on their own.

As 1938 ended, a year of negotiations between AFRA and the American Assn. of Advertising Agencies had brought AFRA's submission of a proposed code of terms and conditions for the employment of actors, singers and announcers on commercial network programs. The AAAA promptly proposed terms of its own. AFRA's answer was to send its code to individual agencies to be signed "immediately" or face a strike.

A meeting of advertisers sponsoring over 70% of all network commercial shows authorized an agency committee to deal with AFRA and, after two all-night sessions, an agreement was reached on what was virtually the original AFRA commercial code. An impasse over the preferential shop clause, which AFRA refused to drop and the agencies insisted neither they nor their clients could accept was averted when the networks agreed to sign the code as producers of the programs, the agencies in turn giving the networks letters agreeing to abide by the code conditions.

AFRA then turned its attention to the Pacific Coast, first getting contracts with the major stations and then negotiating with agencies for a regional commercial code, which was signed by NBC and CBS in New York in September, covering network commercial programs for the 11 western states. This regional agreement was made supplementary to the national commercial code and timed to expire on the same date, Feb. 12, 1941. Sustaining network agreements, both national and regional, were completed with NBC, CBS and MBS. Negotiations in Chicago broke down but a strike was averted by AFRA's proposal that the differences be arbitrated.

AFRA Announcer Demands Arouse Disputes

On the station level, AFRA's demands for extra pay for announcers employed on commercials, starting at $1 for a spot announcement, aroused numerous disputes.

When the IRNA committee met with the AFM board early in November to discuss a renewal of their national agreement, expiring Jan. 17, 1940, the union proposed that the $3 million a year which the network affiliated stations were currently spending to employ union musicians should be raised to $4.5 million, with the networks doubling their AFM payrolls at key stations in New York, Chicago and Los Angeles from $60,000 to $120,000 a year.

Samuel R. Rosenbaum, WFIL Philadelphia, IRNA chairman, asked stations for data on their incomes and their expenditures for musicians, but response was meager. Many broadcasters, particularly those in small cities who

(Continued on page 116)

Dependable PERFORMANCE at LOWER COST

H&P TOWER LIGHTING EQUIPMENT

H & P lighting equipment, consistently specified by outstanding radio engineers, is furnished as standard equipment by most leading tower manufacturers.

MERCURY CODE FLASHER

Only four moving parts which run in lifetime-lubricated ball bearings. No contact points to wear out. Highest quality bronze gears. 3000 watt mercury switch supplied with unit. Speed adjustment, 14 to 52 flashes per minute. Motor separately fused for continuous operation of lights in event of mechanical failure.

OTHER H & P PRODUCTS:
300 MM Code Beacons • Photo-Electric Controls • Obstruction lights • Complete Light Kits for A-2, A-3, A-4 and A-5 Towers

PROMPT SERVICE and DELIVERY
Immediate Shipment Out of Stock
WRITE OR WIRE FOR CATALOG

HUGHEY & PHILLIPS
TOWER LIGHTING DIVISION
326 N. La Cienega Blvd.
Los Angeles 48, Calif.
60 E. 42nd St. New York 17, N. Y.

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complained that the union had not supplied them with competent musicians, were dissatisfied with their experiences of the past two years and either did not reply or told the IRNA committee not to make any further commitments for them.

Mr. Rosenbaum talked with Thurman Arnold, assistant U. S. Attorney General, who had recently stated that the Dept. of Justice would proceed against unions making "unreasonable demands" but reported it was merely an exploratory discussion.

Mr. Rosenbaum

As the year ended, AFM was waiting for some move from the broadcasters, stating that unless a settlement were reached by Jan. 17 they would lose their musicians and the right to receive musical programs from networks and transcription companies.

In February 1939 the United States District Court in North Carolina gave the first Federal Court recognition of the right of a performer in his recorded performance by granting Fred Waring an injunction against WMFD Wilmington to restrain the station from using his records without permission. Bills sponsored by National Assn. of Performing Artists and by AFM to prohibit the use of records on the air without authority from the artists making them were introduced in Congress.

A new twist was added in July by the Federal District Court in New York which, in the RCA-WNEW-Whiteman case awarded the injunction restricting unauthorized broadcast use of phonograph records not to the artist but to the recording company, further enjoining the artist to refrain from claiming any right to restrict the use of his records unless his agreement with the recording company expressly gave that right to him.

RCA followed the decision by offering stations blanket licenses to use Victor and Bluebird records at fees running from $100 to $300 a month, based on card rates, with $10 a month for non-commercial stations to cover accounting costs. At NAB's request RCA put off the starting date of the licenses until Dec. 1.

Without waiting, WNEW took out the first such license and, in response to a request from Decca Records, stopped use of those discs pending authorization. AFM notified all members not to assign any rights in records to the recording companies under threat of loss of union membership; music publishers warned broadcasters that right to record given a record company does not include the right to broadcast.

Appeals Are Filed By WNEW, RCA, Whiteman

Appeals from the court decision were filed by NAB in the name of WNEW, by NAPA for Mr. Whiteman and by RCA, which objected to granting restrictive rights to the artists. But RCA stuck by its decision to issue licenses Dec. 1 without waiting for the appeals to be heard, and reported that a number of stations, not specified nor identified, had taken out licenses in December.

CBS in 1939 entered the recording business by purchase of American Record Corp. from Consolidated Film Industries for $700,000, gaining in the process ownership of Columbia Phonograph Co., then an ARC subsidiary, which in 1927 had set up Columbia Phonograph Broadcasting System to compete with NBC in the network field. The word "Phonograph" was dropped from the name when the network organization was sold to Jerome Louchheim and Isaac and Leon Levy in November 1927. Edward Wallerstein, manager of RCA Victor recording operations, was appointed president of ARC and the company's name changed to Columbia Recording Corp.

Negotiations for CBS to acquire World Broadcasting System as well broke down at the last minute because of a cross-licensing agreement between World and Electrical Research Products Inc., developer of the system of recording used by World, which CBS feared would expose its television developments to this AT&T owned company.

Following a breakdown in relations between the networks and Press Radio Bureau, AP in February began providing NBC with material for two five-minute sustaining newscasts a day similar to those formerly provided by the Bureau but now credited exclusively to AP. This service, supplied with no charge except the cost of transmission, was subsequently extended to several stations.

In April, the AP membership reversed its previous prohibition on the sale of news to radio and a plan was devised whereby member papers could broadcast news locally by paying extra assessments to the association, 5% if the news was used sustaining, when AP was to get air credit, and 25% if it was sponsored, when AP was

(Continued on page 118)

WNAX Yankton, S. D.

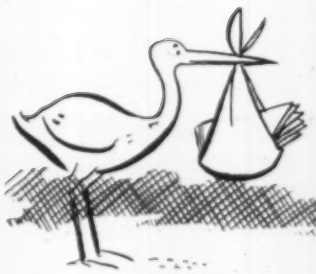
The House of Gurney, Inc.

WNAX has a dominant coverage of Eastern South Dakota, Northwestern Iowa, Southwestern Minnesota, and Northeastern Nebraska. The audience of this territory depends upon WNAX; they prefer this station because of its consistent service and superior programs. Reach this rich responsive market through WNAX.

ONLY WESTERN ELECTRIC EQUIPMENT IN SOUTH DAKOTA
ONLY FULL TIME STATION IN THE STATE
ONLY CBS STATION IN THE DAKOTAS AND NEBRASKA

» » Western Electric Turntables « «

1000 Watts 570 Kilocycles Full Time



BIG AGGIE and BROADCASTING Grew up Together!

Twenty years ago, when the stork delivered the first bouncing bundle of Broadcasting Magazines to the radio industry, our "little" Aggie was a shrill-voiced eight-year-old.

Since then, both have grown to become leaders in their fields. Today Big Aggie's powerful voice goes into 405,210 radio homes in 267 BMB counties of Minnesota, the Dakotas, Nebraska and Iowa . . . "The World's Richest Agricultural Area."

A 1950 diary study shows that listeners prefer WNAX during 88% of all quarter hours . . . a better than ten-to-one advantage over the closest of the other 52 stations mentioned in the survey.*

Big Aggie, who for 28 years has been 'Serving The Midwest Farmer', salutes Broadcasting Magazine for its outstanding twenty years' service to the industry.

**Ask your Katz man for complete information about the findings of this study.*

1939

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not to be mentioned on the air. By fall a dozen or more stations were broadcasting AP news under sponsorship, but the 25% assessment kept it from being truly competitive with UP, INS and Transradio Press, in the radio news field.

In July, radio galleries were inaugurated in the houses of Congress, an official recognition of broadcasting's place in the news reporting field that came only after a protracted fight led by Fulton Lewis Jr., Washington commentator for MBS, who was elected first president of the Radio Correspondents Assn.

Mr. Lewis

Developing its spot news coverage technique to an ever-improved level, radio, particularly the networks, in the early months of 1939 brought the listening public on-the-scene reports of such events as the crash of the Imperial Airway, seaplane *Cavalier*, the coronation of Pope Pius XII, the sinking of the Navy submarine *Squalus* and the visit to the U. S. of England's King George VI and Queen Elizabeth.

Methods of reporting and interpreting European political and military moves inaugurated during the Anschluss and Munich crises of 1938 were improved and tested during Germany's annexation of Czechoslovakia in March so that radio was ready for the critical period that was opened Aug. 21 by the announcement of the German-Russian non-agression pact.

"At NBC, CBS and MBS headquarters in New York, special events departments engineers and traffic crews went on 24-hour duty," BROADCASTING reported, adding: "Commentators and newsmen moved into the studios, sleeping on cots between desks, eating sandwiches from nearby lunchrooms, drinking coffee brewed on the spot . . .

"Commercial programs were ruthlessly cancelled or cut into to make way for on-the-spot-of-the-minute news. Transmitters stayed on the air all night, broadcasting hourly summaries and intermittent bulletins with music in between, or, if the stations did sign off, were kept warm and ready to start again at a moment's notice."

After a canvass of responsible government officials, BROADCASTING's editor, Sol Taishoff, allayed industry fears of censorship, or worse, by reporting that even if war should break out in Europe "there is no present disposition on the part of the U. S. Government to molest normal commercial operations of most stations. On the contrary, the government attitude appears to be that of maintaining a 'hands-off' policy, realizing that broadcasting will serve a singularly useful purpose in informing and maintaining the morale of the people." The only immediate change foreseen was whatever might be necessary to comply with regulations certain to be adopted to preserve this country's neutrality.

War News Plan Submitted to Commission

As crisis turned to war and broadcasting returned from its round-the-clock news job to more normal operating schedules, top executives of the three networks drafted a plan for handling war news and submitted it informally to the Commission, not for approval but merely to keep the FCC informed. Basically the plan called for "temperate, responsible and mature" news broadcasting, with every effort made to "avoid horror, suspense and undue excitement" so far as the news itself would permit, with the source of the news—observed fact, official statement, responsible source, rumor or propaganda — clearly identified to help the public evaluate the news it heard. Programs were to be interrupted for news bulletins as infrequently as seemed consistent with good operation and all war propaganda was strictly forbidden "in either commercial announcements or the context of commercial programs."

Newspaper-radio rivalry was forgotten as radio augmented its staff men in Europe with special assignments to correspondents from newspapers and associations whose oral reports often reached American listeners hours before their written dispatches appeared in print. William Henry of CBS and Arthur Mann of Mutual, the first radio correspondents ever assigned to front line duty, left London Oct. 9 for the war zone, NBC's accredited correspondent being in this country at that time.

Annual Report to FCC Is Established

Harrassed by exhaustively detailed questionnaires from the FCC, which expected them to be filled out and returned at almost a moment's notice, the broadcasters, through NAB, held numerous conferences with FCC accountants and worked out a procedure whereby the information needed by the Commission would be supplied on an annual basis, forms being mailed to stations in the fall for return by March 1 covering the previous year's operations.

Expressing himself "thoroughly dissatisfied with the present legal framework and administrative machinery of the Commission," President Roosevelt had bills introduced calling for replacement of the seven-member FCC by a three-member body. Sen. Wallace White (R-Me.) countered with a proposal for expanding the number of Commissioners to 11. Industry arguments against hasty action prevailed and the measures were soon shelved and forgotten.

In March E. O. Sykes, who had been a member of the original Radio Commission, retired after 12 years' service, with Frederick I. Thompson, publisher of the *Montgomery* (Ala.) *Journal*, succeeding him on the FCC. Paul A. Walker was reappointed for a new seven-year term in July and in September the Commission got a new chairman, James Lawrence Fly, who had made a notable reputation as general counsel of Tennessee Valley Authority. He succeeded Chairman McNinch who retired because of ill health.

Mr. Thompson

How far the FCC should and could go in considering economic issues in granting licenses for new stations was a hard-fought question during 1939. Reversing FCC new station grants in a number of communities where established station operators had complained that additional stations could not be supported without undue hardship on those already in business, the Federal Court of Appeals of the District of Columbia vigorously espoused the opinion that the Commission was duty-bound to take economic matters into consideration in making station grants.

The Commission premise, presented with equal fervor by its general counsel, William J. Dempsey, and by William C. Koplovitz, assistant general counsel, was that Congress had not intended to create a "protected monopoly within the broadcasting field" and that the FCC's regulatory interest is limited to granting licenses, not in how much advertising a station sells or its ability to withstand the competition of other stations and other media. If broadcasting is a private business, the FCC argument ran, it merits no protection; if it does require governmental protection then it is not a private business but a public utility and subject to regulation of rates and limitation of profits.

This dispute was the basic issue of three cases pending before the United States Supreme Court at the year's end—the so-called Pottsville, Heitmeyer and Sanders cases, covering new station grants in Pottsville, Pa., Cheyenne and Dubuque. Meanwhile, in November the FCC Law Dept. saw at least a partial acceptance of its views by the Federal Court of Appeals, which ruled that loss of revenue by existing stations is not sufficient grounds for protesting a new grant, but that the complainants must show that such competition would be truly ruinous.

New Rules Put Into Effect

On Aug. 1 the FCC put into effect broad new rules stemming from the allocations hearing of the previous summer, at the same time extending the broadcast license period from six months to a year. Salient provisions of the new rules were:

Reclassification of stations from clear, regional and local to Classes I (clear), II (duplicated clear), III (regional), IV (local), with upper and lower brackets, based on power limitations and interference protection, for the first three classes. Establishment of 26 channels as unduplicated clear within the continental U. S. Increases for Class III(a) regionals form 1 kw maximum nighttime power to 5 kw full-time and of Class IV stations from 100 w to 250 w, on application where engineeringly feasible. Ban-

1939 BROUGHT an international crisis that put network staffs on 24-hour duty. LEFT PHOTO: NBC workers lunching (l to r): Graham McNamee, announcer; Art Feldman, Ed Heaker, special events; Bill Spargrove, George Putnam, announcers; Milton Burgh, special events, and (background) J. Harrison Hartley, special events. RIGHT PHOTO: Viewing the new form, facsimile, at WOR New York's transmitter are (l to r): Herbert L. Brucker, Columbia U.; Charles Singer (face visible), chief of WOR transmitter operations; Prof. John B. Russell, Columbia U.; Dexter Purinton, architect of WOR plant; Dean Carl W. Ackerman, C. U., and J. R. Poppele, WOR chief engineer.

XUM

ning of commercial operation on experimental grants of any character (adopted over strong industry objections). Adoption of standards of engineering practice as part of general regulations for the first time.

Plans for a widespread shift in station frequency assignments affecting all stations on channels above 710 kc (some 650 to 700 of the nation's total of 814 at the end of 1939) were suspended, pending ratification of the Havana Treaty by Mexico, which finally occurred in the last week of the year.

After placing on the public record exhaustively complete details of the operations of NBC, CBS and MBS, the Commission's so-called network monopoly hearing turned to the regional networks and then to the transcription companies, pausing to hear such interested organizations as IRNA and the American Civil Liberties Union before concluding the hearing in mid-May as it had begun with testimony from NBC Board Chairman David Sarnoff. Mr. Sarnoff argued against licensing the networks, stating that they are not station operators but program building organizations and if they were licensed the FCC would inevitably find itself licensing all program builders, including transcripion companies, radio advertisers and advertising agencies. The question seemed to boil down to whether, through affiliation contracts for guaranteed blocks of station time, the networks were not actually station operators for those periods and so properly subject to federal licenses. The Commissioners had evinced great interest in the proposal of Mutual that affiliation contracts be limited to one or two years instead of running for five years as was then the general practice.

Self-Regulatory Code Adopted by Convention

Acting on the suggestion of Mr. Sarnoff at the outset of the hearing the previous November, an NAB committee had worked through the winter and spring on an industry code of self-regulation, which the NAB convention, held July 10-13 at Atlantic City, enthusiastically adopted. The committee which had drafted the code was reappointed as a Code Compliance Committee with Edgar L. Bill, WMBD Peoria, as chairman and Edward M. Kirby, NAB station relations director, as secretary.

Mr. Bill

The code applied strict standards to children's programs, banned attacks on racial or religious groups, forbade editorializing on newscasts, ruled that time for controversial issues should not be sold, except for political campaigning, but allotted fairly to all elements and in accordance with the general interest in the controversy. The code limited acceptable sponsors to those whose products, services and advertising complied with "pertinent legal requirements, fair trade practices and accepted standards of good taste." Commercial copy on daytime programs was limited to 3½ minutes out of 15, 4½ out of 30, 9 out of 60; evening limitations were 2½ minutes of commercial in a 15-minute program, 3 in 30 and 6 in 60.

Hard Liquor Among Items Prohibited

Advertising of hard liquor, fortune telling, schools making unsubstantiated guarantees of employment, matrimonial agencies, home-work offers except by firms of established reputation, tip-sheets and other racing publications, speculative finances, cures, statements known to be false or grossly exaggerated, repellent descriptions or ailments, unfair attacks on competitors and misleading statements of price or value were absolutely prohibited.

The code was generally well received, both within the industry and by those who had been critical of some of radio's practices, such as the official of American Civil Liberties Union who commented: "To the utter astonishment of both NAB and the Union, we find ourselves in complete accord."

Oct. 1 was the date the code became effective and the Code Compliance Committee did not have long to wait for a chance to test its strength. Elliott Roosevelt, then a commentator on MBS three times a week for Emerson Radio & Phonograph Corp. in addition to his duties as president of Texas State Network, deliberately defied the code by expressing his personal opinion of the arms embargo on the air. The committee declined to raise to his bait, however, and ruled that as "talent" he was subject to network rather than NAB jurisdiction. Mr. Roosevelt hurled charges of censorship at the NAB and withdrew four TSN stations from membership, but he agreed to abide by the code rules on his MBS broadcasts.

Coughlin Issue Creates Serious Problem

Far more serious was the issue of Father Charles E. Coughlin, whose Sunday broadcasts were certainly controversial and so were banned by the code for commercial acceptance. Operators of some stations on his special hookup complied with the industry ruling and dropped the programs. Others, notably John F. Patt, vice president of the Richards stations—WGAR Cleveland, WJR Detroit, KMPC Los Angeles—and John Shepard 3d, Yankee Network president, refused to discontinue the series. Feeling ran high and when the NAB board backed up the Code Compliance Committee's ruling a split in industry ranks seemed inevitable. Fortunately, this was averted by a simple solution suggested by Mr. Shepard, who said he would offer to carry the broadcast as sustaining programs, with only wireline costs to be paid by Father Coughlin.

Having put its own house in order, the broadcasting industry set about finding a definite solution to its eternal and eternally annoying dealings with ASCAP. The July convention instructed its negotiating committee to secure from ASCAP a proposal it could recommend to the industry or, failing that, to call a special copyright convention not later than Sept. 15. The committee made an appointment with ASCAP officials but when the time came the group was represented only by John Paine, ASCAP general manager, who informed them that the Society had no proposal to make. The special convention, second in NAB history, was set for Sept. 15 in Chicago, and the committee retained Sydney Kaye, New York attorney and copyright expert, as special counsel and coordinator.

Mr. Kaye

Mr. Kaye, with the assistance of Stuart Sprague, former NBC legal staff member who had represented NAB at the RCA-Whiteman trial, drafted a plan for establishing a new organization, to be owned by the broadcasters as individual stockholders, which would compete with ASCAP as a source of music for radio, building its own catalog of new music, acquiring existing publishers and developing sources of non-copyrighted or public domain music.

The more than 250 broadcasters attending the one-day special meeting approved the plan wholeheartedly, agreeing to underwrite Broadcast Music Inc., as the new organization was to be named, by payments of 50% of their 1937 ASCAP fees, an industry total of $1,900,000, as broadcasters in 1937 had paid ASCAP $3,800,000.

The plan called for experienced executives from the music publishing business to head BMI operations, but as an interm organization for incorporation and registration purposes, BMI was launched with NAB President Neville Miller as president, Everett S. Revercomb, NAB auditor, as secretary-treasurer, and a board comprising Walter Damm, WTMJ Milwaukee, for newspaper stations; John Elmer, WCBM Baltimore, for non-network stations; Samuel R. Rosenbaum, WFIL Philadelphia, for IRNA, with the networks, which had promised to advance their pledges of more than $400,000 to provide funds for immediate expenses, represented by NBC President Lenox R. Lohr and CBS Executive Vice President Edward Klauber.

Incorporation and registration papers obtained, NAB President Miller set out on a whirlwind tour of NAB district meetings to raise funds and collect pledges for BMI. Broadcasters were asked to pay 20% of their pledges immediately as BMI stock purchases, with the 80% on call as license fees. In mid-December, Mr. Miller was confident that by Feb. 1 the pledges would pass the $1,500,000 mark set as the minimum required to finance a music supply that would enable the broadcasting industry to get along without ASCAP music, if need be, after the expiration of current licenses on Dec. 31, 1940.

Transcription Companies Back Campaign

The transcription companies promised full support in the campaign by building up a supply of tax-free music on recordings during the coming year. Lang-Worth Program Service, which had acquired NAB's public domain transcription service when a deal with E. V. Brinckerhoff & Co. collapsed early in the year, was well along toward its promised 300 hours of such music and other companies had also entered the field during the past year or two.

The only real criticism of the BMI project had come from Ed Craney, KGIR Butte, Mont., who charged the industry with setting up an ASCAP of its own which

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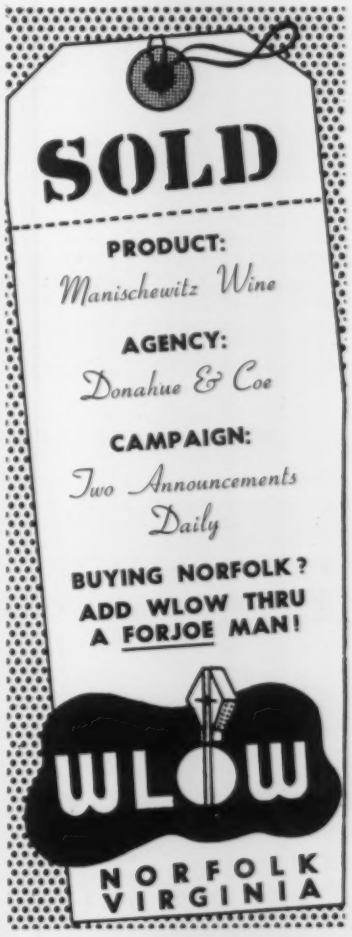

1939

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preserved all of the inequities of the ASCAP licenses, noting that to base the BMI fees on ASCAP payments instead of on station revenue was to perpetuate the preferential deals given the networks and the newspaper stations at the expense of other broadcasters.

Television made its formal public debut on April 30 by telecasting the opening ceremonies of the New York World's Fair, the 3½-hour telecast also marking the first time a President of the United States had appeared before the video cameras. NBC made this telecast the first feature of daily program service from its Empire State Bldg. TV transmitter, offering some 25 hours a week of studio, film and remote pickup programs at the outset and expanding that schedule as the year wore on. More than a dozen set maufacturers put TV receivers on sale to the New York public and CBS prepared for the opening of its New York video station, while Allen B. DuMont Labs asked the FCC for permission to move its TV transmitter from Passaic to New York.

Nine FM Outlets On Air at Yearend

FM won many adherents to its new system of "staticless broadcasting" during the year, which wound up with nine FM stations on the air and 12 grants of construction permits. Yankee Network, whose FM transmitter at Paxton began 16-hour daily program service in July, applied for a commercial FM station in New York, asking FCC for a hearing at which the network could present proof that FM was ready to move out of the non-commercial category to which it was currently restricted.

On Dec. 3 an FM relay was demonstrated, a program originating at W2XCR Yonkers being picked up and rebroadcast by W2XMN Alpine, whose broadcast was again picked up and rebroadcast by W1XPW Meridan, Conn. Observers who heard this final broadcast said that its clarity surpassed the best AM signal they had ever heard. The FCC set Feb. 28, 1940, as starting date of a hearing on the use of UHF for regular broadcast service, with the use of FM versus AM the main issue.

FCC Approves Commercials On International Broadcasts

The Commission in May adopted a rule permitting commercial broadcasting by international shortwave stations, but accompanied it with a restriction that programs must be of a type that will "reflect the culture of this country and will promote international goodwill, understanding and cooperation." This clause produced such an uproar as an attempt at program censorship that it was suspended. Stations were required to boost their power to a minimum of 50 kw by July 1, 1940. First advertiser to take advantage of the new rule was United Fruit Co., sponsoring a quarter-hour of news in Spanish beamed at Latin America by NBC seven evenings a week.

Also in 1939: WLW Cincinnati returned to 50 kw operation after the FCC denied a further extension of its experimental 500 kw operation during normal operating hours; the Appellate Court upheld the FCC's decision and an appeal to the Supreme Court was pending at the end of the year. Arde Bulova was authorized to move WPG Atlanta City to New York for merger with his other stations there into a fulltime 5 kw station, and was planning to start an East Coast network early in 1940. The Commission in the fall gave some 200 local stations power increases to 250 w and raised about 35 regional stations to 5 kw fulltime power. WMCA New York was severely reprimanded by the Commission for advertising claiming a news beat by intercepting private communications of foreign powers, an act which if actually performed would have cost the station its license.

Transcontinental Broadcasting System was organized by Elliott Roosevelt and John T. Adams, executive vice president of Texas State Network, as a new nationwide network which announced 102 affiliate stations and 35 hours a week of commercial business, largely placed by Blackett-Sample-Hummert for its various clients. TBS was to begin service on New Year's Day, 1940, but on Dec. 30 Mr. Adams wired stations that the inaugural had been postponed until Feb. 1.

1940

ALTHOUGH the break with ASCAP did not actually come until the year had passed into history, 1940 is recalled by most broadcasters as the year of the war with ASCAP. More important, it was the year that networks, affiliates and non-network stations, working together as a united industry, established Broadcast Music Inc. as a new music performance licensing organization that was adequate not only for the immediate job of supplying radio with music when ASCAP tunes were not available but for the long term task of protecting American broadcasters for all time from the threats of monopolistic aggression in the music copyright field.

Miller Gathers Contracts On District Tour

In January, Neville Miller, president of NAB and BMI, returned from a 25,000 mile tour of district meetings with contracts from 160 stations and about $100,000 in cash, initial payments on pledges of $500,000 giving the new organization, with the network pledges, some $900,000 of assured funds plus more or less binding commitments from another 200 stations. While somewhat less than the $1.5 million which had been set as the absolute minimum for the new project, this return in so short a time encouraged the BMI board to delay no longer, so they voted to make BMI fully operative on March 2, with licensing to begin April 1.

Sydney Kaye, copyright attorney largely responsible for developing the BMI plan, was designated executive vice president and general counsel, and Merritt E. Tompkins resigned as president of Associated Music Publishers to head up BMI operations as vice president and general manager. Carl Haverlin, for more than 10 years sales manager of KFI and KECA Los Angeles and for the past two years had served as station relations head of Davis & Schwegler, program production firm active in the field of tax-free music for radio, became head of station relations for BMI. Russell Clevenger, from the New York advertising agency, Albert Frank-Guenther Law, was named public relations director. Dana Merriman, who had been in charge of all music and music copyrights at the New York World's Fair after a decade at NBC, was made office manager. Other employes were added and the BMI quarters at 580 Fifth Ave. were expanded and re-expanded as work progressed on the gigantic task of building an adequate supply of music for radio by the end of the year.

Acquiring by a 10-year contract the performance rights to the catalog of M. M. Cole Music Publishing Co., a collection of some 2,500 compositions, largely in the hillbilly, cowboy and folk music category, and, by outright purchase, the 2,000 popular, concert and standard published by Hinds, Hayden & Eldredge, BMI also began building its own musical catalog. By June, its music production line was turning out about seven new compositions a week, plus some 25 new arrangements of public domain music.

BMI Sets Up New Payment System

To get away from the discriminatory rating system which had caused constant turmoil among ASCAP's members, BMI set up its own method of paying writers on a basis of performance only. A writer whose tune was broadcast once over one station would earn one cent in royalties; 20 performances over 50-station networks would bring him $10. The one-cent-per-broadcast-per-station fee was subject to alteration after tests to see how often BMI tunes were broadcast by the average station subscriber.

Meanwhile, ASCAP had launched a publicity campaign of radio persecution, based on the arrest of Gene Buck, its president, in Phoenix on charges of attempting to obtain money under false pretenses and conspiracy to extort, filed in Montana by A. J. Mosby, KGVO Missoula. Network executives, similarly charged, had escaped service by writing denials and refusing to waive extradition, but ASCAP had not taken this precaution and Mr. Buck, vacationing in Phoenix, languished in jail over Feb. 22, when the banks were closed, until bail could be arranged.

Mr. Mosby

ASCAP also had presented radio with its new licenses, which it was estimated would increase its take from radio by from 70% to 100%. The terms of the new licenses, which were to run for 10 years, offered some reduction to the smaller stations but added a 7½% network fee, an obvious attempt to split the industry ranks which was promptly recognized and as promptly rejected.

Joint Session Gives BMI Confidence Vote

A joint session of the boards of NAB, IRNA and BMI, with National Independent Broadcasters, organization of non-network stations, invited but its representative unable to attend, unanimously condemned the ASCAP offer and gave BMI a vote of confidence and a virtual blank check to secure a supply of music that would allow broadcasters to forget ASCAP after the expiration of their current ASCAP licenses at the end of the year.

This extraordinary board meeting worked out a plan of BMI licensing to take effect when the initial one-year licenses expired. It called for BMI royalty payments of 1½% to 2½% of net income by stations, with networks to pay the top scale for their owned and operated stations plus fees of one-half of 1% on their net income from the sale of network time (gross income minus payments to stations) with 1939 revenue used as a base for BMI's 1941 licenses. This new arrangement of licenses based on income was designed to answer objections of a number of broadcasters to the original BMI licenses which, they complained, were based on ASCAP fees and therefore carried over into BMI all the discriminatory features of the ASCAP licenses.

To augment its output of orchestrations and provide a supply of music for the smaller stations

(Continued on page 122)

This is CBS in 1950...

where more people listen most

(Continued from page 120)

who depended largely on phonograph records and transcriptions, BMI met with representatives of the major transcription companies, securing from each the promise that his company would immediately make transcriptions of eight non-ASCAP tunes, with no duplication between companies, who would themselves absorb the cost of the masters and charge stations only $2 apiece for double-faced discs. In addition the transcription companies agreed to include about 50 non-ASCAP tunes a month apiece in their transcription library services which, even with duplication, were estimated to insure a minimum of about 150 selections a month. The transcription companies owed this cooperation to BMI for setting its recording fee two cents a composition for transcriptions as well as for phonograph records, breaking with the custom followed by most publishers of charging 25 or 50 cents for each transcription despite the statutory limitation of a maximum of two cents a pressing.

The Dept. of Justice had renewed its investigation of ASCAP's activities by subpoenaing the Society's files and records as a prelude to criminal prosecution. Broadcasters and other ASCAP licensees had been questioned about their dealings with ASCAP and by August, when the NAB held its annual convention in San Francisco, ASCAP was more than willing to effect a settlement with radio that would halt the government action. When ASCAP's request for a place on the convention program was rejected by NAB President Miller, who declared "San Francisco will be no Munich," top ASCAP executives established themselves nearby to be available for conferences with individual broadcasters. E. R. Craney, KGIR Butte, told an NIB meeting preceding the NAB conclave that the Washington and Montana broadcasters had arranged to get ASCAP music on a pay-for-use basis, which the industry had long demanded, but even this news failed to sway the industry conviction that now was the time to end the threat of ASCAP monopoly. They rejected all ASCAP dealings in favor of wholehearted support of BMI.

BMI Builds Up Its Music Stock

BMI continued to acquire music for radio, including the catalogs of Southern Music Co., Southern Music International, Mexican Assn. of Composers and Authors, De Musica Internacional, E. C. Schirmer Music Co., G. Ricordi & Co. and Edward B. Marks Music Corp., which by December gave it radio rights to some 250,000 compositions of all types of music. The networks gradually curtailed their use of ASCAP music until in December there was none on their sustainers. Advertisers and agencies cooperated, changing their signature and theme music to non-ASCAP selections and gradually shifting musical programs to BMI-controlled tunes, too.

ASCAP NEGOTIATORS *for return of its music to the air were in Washington in 1940 to confer with IRNA representatives in a preliminary conference. The officials (l to r): E. Claude Mills, chairman of the Administration Committee; John G. Paine, general manager, and John O'Connor, director, also took in a couple of days of the White Resolution hearings in the Senate.*

* * *

Everything was set for the complete break with ASCAP on New Year's Eve, and not even word that the Dept. of Justice was filing suits against BMI and the networks, for boycotting ASCAP music and conspiring in restraint of trade, as well as against ASCAP, could dampen the industry's feeling that at last it had won its copyright independence.

The Justice Dept. also figured in averting a strike of AFM, threatened at the beginning of 1940, when, after talks with Thurman Arnold, assistant attorney general, the broadcasters told the union they had been advised that the industry - AFM agreements were illegal and that their renewal would bring prosecution for conspiracy in restraint of trade. AFM President Joseph N. Weber notified local unions to negotiate individual contracts with network affiliates whose contracts expired in January and subsequently James C. Petrillo, who had succeeded Mr. Weber as top AFM executive, authorized the same arrangement for contracts of non-network stations.

Mr. Weber

Disputes of KSTP St. Paul, an NBC affiliate, and WRVA Richmond, a CBS station, with AFM locals in those cities assumed nationwide proportions late in June when the AFM national office ordered NBC and CBS to stop feeding remote dance band pickups to those stations. The networks both refused to take such action, which would have been a breach of their affiliation contracts, and AFM pulled the bands from the networks, threatening further curtailment of network musical programs if the local differences were not settled. They were, and a possible network strike was averted.

In October, Mr. Petrillo informed the networks that after the end of current commercial commitments musicians would not be allowed to perform on network co-op shows, which, he said, were sold to local advertisers "for less than the same number of local musicians would cost if the programs were sold locally," terming this "the worst kind of unfair competition." Samuel R. Rosenbaum, WFIL Philadelphia, chairman of IRNA, wrote the union that these programs were not in reality affecting local employment of musicians as no local sponsor could afford to present comparable programs on his own. The union did not immediately alter its rule, but notified Mr. Rosenbaum that he would have the chance to present his views to the AFM board at its next meeting, not scheduled yet but customarily held early in the year.

A major musical victory for broadcasters was announced July 25 in a decision of the U. S. Circuit Court of Appeals in New York that broadcasters could freely purchase phonograph records and broadcast them without obtaining permission of either the recording company or the recording artist and "in entire disregard of any attempt" by either company or performer to restrict such use. This precedent-making ruling reversed a decision of the Federal District Court in the action of RCA against Paul Whiteman, WNEW New York and Elgin Inc., sponsor of a record program on WNEW, that had given both the company and the artist the right to control, restrict or prevent the use of their recordings on the air.

Mr. Whiteman

RCA had followed the earlier decision by issuing licenses to stations to use its records, but at the insistence of NIB President Harold A. Lafount had discontinued this practice and refunded license fees already collected, pending a final court ruling. Decca also had withdrawn restrictions on the use of its records and Columbia had never imposed any restrictions. The Circuit Court decision became the official precedent at the end of the year when the Supreme Court of the United States refused an appeal for its review.

AFRA Strike Threat Peacefully Settled

A threatened strike of AFRA against the nationwide networks after a breakdown in negotiations for a new network sustaining contract was averted in October when William H. Davis, chairman of the New York State Mediation Board, called union and networks together for one last session before allowing a strike to occur. So successful was Mr. Davis in the role of peacemaker that the parties emerged from these new bargaining sessions with not only a new sustaining agreement but also a new commercial code, although the former one would not have expired for four months. AFRA gained a number of wage increases for work by performers and announcers on network sustainers, but the networks secured a renewal without change of the commercial contract whose terms had been fought out so bitterly less than two years before. They also gained a three-year contract for both sustaining and commercial employment, longer than AFRA wanted, by agreeing to a provision for increases in minimum scale if the national cost of living index were to rise 10 points or more over the last year's level. The national agreement, for good measure, also settled a dispute of long standing over the fees to be paid announcers at the network key stations in Chicago.

Chain Monopoly Group Issues Recommendations

In June, the FCC chain monopoly committee issued its long awaited report which recommended to the full Commission that networks be barred from transcription and talent booking activities and be required to extend program service to remote areas even though such extension might be unprofitable, that long-term exclusive affiliation contracts be banned, that clear channels be duplicated to provide for more stations, that station ownership be strictly limited with networks perhaps to be forbidden the right to own stations at all, and that advertising agencies be prevented from having the final say regarding network programs.

These recommendations were vigorously opposed by IRNA as well as by NBC and CBS, with MBS supporting the ban on exclusive affiliation contracts, both in briefs and at a two-day hearing in

December. Before the hearing FCC issued suggested rulings, "to facilitate oral argument," calling for non-exclusive affiliation contracts limited to one or two years duration, with no network permitted more than one fulltime outlet in any community, limiting the number of stations a network could own and ruling that no network-station agreement could limit rates or restrict the right of the station operator to reject any network program for reasonable cause.

Congress as well as the industry was concerned with these revolutionary proposals and measures for redefining the Communications Act and perhaps reorganizing the FCC were prepared for introduction at the next session of Congress. Thad H. Brown, chairman of the chain monopoly committee, was so rigorously attacked during the Senate hearing on his reappointment to the Commission that it was withdrawn, leaving the FCC a six-man body as the year ended.

Mr. Brown

The Supreme Court of the United States upheld the FCC philosophy of "survival of the fittest" in a decision reversing that of the Court of Appeals of the District of Columbia in the so-called Sanders case. In giving the Commission the right to award station grants without any consideration of their competitive economic effect on existing stations, the Supreme Court stressed that the Communications Act had given the FCC "no supervisory control of the programs, of business management or of policy" of broadcast station licensees.

Linked with the Supreme Court ruling in the Pottsville and Heitmeyer cases that the FCC was free to administer the Act without interference from the Court of Appeals, the decision climaxed an 18-month battle of William J. Dempsey, FCC general counsel, and William C. Koplovitz, assistant general counsel, against restrictions on Commission actions which the Court of Appeals had sought to impose.

Shortly afterwards, the team resigned to set up their own law firm in Washington. Telford Taylor, special assistant to the Attorney General, was appointed FCC general counsel; Joseph L. Rauh Jr., assistant general counsel of the Wage & Hour Administration, was named assistant general counsel of FCC.

Mr. Taylor

Shifts in wave lengths in accordance with the Havana Treaty formula were announced by the FCC in September to become effective May 29, 1941, when 777 of the 882 standard U. S. broadcasting stations licensed at the end of 1940 were to move to new frequencies. A long-hinted FCC program of breaking down clear channels was indicated as about to begin in December, when the FCC by a vote of 3 to 2, Chairman Fly not participating, proposed to grant WHDH Boston fulltime operation of 830 kc, Class 1-A channel already occupied by KOA Denver.

The Commission on May 20 awarded full official recognition to FM broadcasting, allocating 35 channels of 200 kc each in the 43-50 mc band to this new type of broadcasting for commercial operation starting Jan. 1, 1941. The wide-swing system of transmission developed by Prof. E. H. Armstrong was approved, as opposed to the narrow-band recommendations of RCA. By the end of the year 29 FM stations had been authorized and assigned the new calls showing the station's position on the dial and its geographical location.

Limited commercial operation for television, approved by the FCC Feb. 28, to begin Sept. 1, was cancelled May 27 after RCA's aggressive campaign for the sale of TV sets in the New York area had aroused fears that video standards might be prematurely frozen. The new art was ordered back to the laboratory stage of experimental operations, while the National Television System Committee, industry-wide group established at Commission suggestion, was attempting to attain agreement of all TV research and manufacturing interests on standards of broadcasting which could then be recommended to the FCC for official sanction.

Experimental TV Grants Number 43 at Yearend

As of Dec. 31, 1940, the Commission had issued 43 licenses for experimental TV broadcasting. CBS in August had announced the development of a system for telecasting pictures in full color, stating that "at the present rate of progress, CBS hopes to have its color system ready for commercial use by Jan. 1, 1941."

Television made its first appearance in politics during 1940, video cameras covering the GOP convention in Philadelphia in June for the benefit of set-owners in Philadelphia served by the Philco TV station and in New York, where NBC telecast convention activities transmitted from Philadelphia via AT&T's new coaxial cable. The cable at that time did not extend to Chicago to permit similar video reporting of the Democratic convention in July.

Both parties for the first time included pledges to protect radio against censorship in their platforms. Radio gave its usual full coverage to both the conventions and the election returns in November, with the expense of this coverage and the commercial cancellations for political purposes just about matching the $2 million estimated to have been spent for radio time during the campaign.

The Nazi spring blitzkreig into Scandinavia and across the Lowlands, culminating with the armistice with France on June 20, and the subsequent "Battle of Britain" found U. S. radio prepared to give the American radio audience the kind of detailed on-the-scene war reporting which in 1939 had been hailed with wonder but was now becoming accepted as a standard part of radio's service to its listeners.

At home, the Defense Communications Board was established in September to plan the role of communications in national defense. FCC Chairman Fly was chairman, its other members being Rear Admiral Leigh Noyes, director of Naval Communications; Maj. Gen. Joseph O. Mauborgne, Army chief signal officer; Herbert E. Gaston, Assistant Secretary of the Treasury (for the Coast Guard), and Breckenridge Long, Assistant Secretary of State in charge of the State Dept.'s Division of International Communications. As the War Dept. expanded its radio activities, the NAB gave a year's leave to its public relations director, Edward M. Kirby, offering his services to the government as a $1-a-year civilian advisor to the Army on radio matters.

NBC Starts Broadcasts To South, Central America

International shortwave broadcasting activity expanded rapidly during 1940, stimulated by permission for commercial operation granted in 1939. In November NBC announced completion of arrangements with South and Central American stations for rebroadcasts of NBC sustaining programs, either as sustainers or under local sponsorship, and with cut-in announcements for local dealers on some of NBC's commercial shortwave transmissions, to start in January 1941. In December CBS announced that it had formed a Latin American network of 39 longwave and 25 shortwave stations in 18 Latin American countries, which would rebroadcast CBS shortwave programs beginning the following fall.

The NAB Code Compliance Committee had a surprisingly easy time in 1940. Not a single complaint about the new code was raised at the summer convention, with only general objection from advertisers and agencies as to the inclusion of contest offers in the commercial time bracket. The committee agreed to work out a standard contests announcement form to solve this problem.

Father Coughlin did not return to the air in the fall as not enough stations accepted his offer of a 52-week series on transcriptions to make it worth while. This followed a code committee ruling that his sponsored broadcasts would be acceptable only during the political campaign period.

A more serious problem arose from free time demands from agencies for their clients. Several hundred stations which had given "bonus" time to one major radio agency found themselves besieged for similar grants by other agencies who said frankly that they did not like the practice, which reduced their commissions, but as long as the stations were acceding to such requests they felt duty bound to go after them for their clients. Complaints over the Tums *Pot O' Gold* and other radio prize contests led some stations to drop these programs, but when the FCC submitted them to the Dept. of Justice they were ruled not to violate the federal lottery laws.

Radio billings in 1940 reached a new high, gross time sales for the first time crossing the $200 million mark to ring up a total of $207,950,000, a rise of 21.6% over the 1939 total.

Peabody Awards for Radio Are Established

The year saw the inception of the Peabody Awards, radio equivalent of the Pulitzer Prizes of journalism and the arts, established in the memory of George Foster Peabody with administration in the hands of the U. of Georgia's Henry W. Grady School of Journalism. It was the year in which Bulova Watch Co. used 293,095 time signals on 175 stations.

Also in 1940: Niles Trammell became president of NBC when Lenox R. Lohr resigned to become had of Chicago's Museum of Science & Industry, and Frank E. Mullen left RCA to become NBC's second in command as vice president and general manager. MBS expanded its network base, with seven organizations representing 57 stations becoming stockholders, pledged to underwrite the network's financial operations under five-year contracts. Keystone Broadcasting System, after a year of reorganization and revised plans, got its "network" started in December, with some 80 stations using its service. Transcontinental Broadcasting System, after many revisions of plans, executive, and personnel, went out of business without ever having put a single program on the air.

Westinghouse and General Electric took over operations of their stations which formerly had been managed and programmed by NBC. Broadcasting celebrated its 20th birthday with appropriate festivities and BROADCASTING entered its 10th year on Oct. 15, announcing on that date that it would start publishing weekly instead of semi-monthly with the beginning of 1941. The FCC on Dec. 17 approved an application for the transfer of WMCA New York from Donald Flamm to Edward J. Noble, industrialist, for $850,000, but before the year ended Mr. Flamm had asked the Commission to reconsider and dismiss the transfer.

(Chronology continues on page 124)

1941

HIGH spot for radio, as for every other industry in 1941, was the Japanese attack on Pearl Harbor and the immediate United States declaration of war.

The months of planning that preceeded the Dec. 7 attack proved their value. There was excitement, but no panic, as radio carried first news of the attack. Within an hour the Defense Communications Board, with FCC Chairman James L. Fly as its head, took over control of all radio. Stations and networks quickly went on a round-the-clock basis relaying news and instructions to civilians but within the week had worked out their news coverage program to give news first priority and yet continue the balance of their program schedules.

The President turned to radio to reassure the people. His address asking for a declaration of war commanded the largest audience that had ever listened to one broadcast.

Price Named To Head Censorship of News

Byron Price, executive news editor of the Associated Press, was named director of the Office of Censorship for radio and press which was entrusted with setting up censorship of news on a voluntary basis. Mr. Price named J. Harold Ryan, vice president and general manager of the Fort Industry Co., to head the Radio Department as assistant director.

A war-time code to guide broadcasters was being drafted and as the year ended radio was functioning smoothly with new stature as the most important news medium. It censored its own news and occupied a key place in the civil defense set-up as the first source of instructions in the case of attack or any similar emergency.

Fears that broadcasting would be seriously curtailed in case of war were quickly allayed after the first few days. While some stations in critical areas broadcast on a restricted basis for a time, most of these restrictions were soon lifted. Only branch of radio seriously affected was the 50,000 amateur operators who were ruled off the air for the duration.

The final crisis in December found radio with its house in order. Principal item on the news budget for many months had been war developments in Europe. Bombing of Broadcasting House in London during January when seven BBC staffers were killed was an example.

On Jan. 13 the Defense Communications Board, set up in 1940, held a meeting—at which Neville Miller, NAB president, was elected chairman of the Domestic Broadcasting Committee and A. D. Ring, assistant chief engineer of the FCC, was made secretary. At the same time Walter Evans, vice president of Westinghouse Radio Stations, was made chairman of the International Broadcasting Committee with P. F. Siling, assistant chief of the FCC International Division, as secretary.

Mr. Evans

By April the radio branch of the Army was nearing completion under the direction of Edward M. Kirby, director of public relations at NAB, on loan to the government. Mr. Kirby was reporting direct to Major General Robert C. Richardson Jr.

On June 2 the President declared a state of national emergency but pointed out that this would have little immediate effect on radio. On June 21 the networks made the first report of the German invasion of Russia.

In the final week of December the Radio Coordinating Committee, representing five industry trade groups, was in session with Mr. Price and Mr. Fly. Representatives of the various groups included: Neville Miller, NAB president; George B. Storer, interim president of National Independent Broadcasters; John Shephard 3d, Yankee Network, president of FM Broadcasters Inc.; Victor Sholis, director of the Clear Channel Broadcasting Service, and Eugene Pulliam, WIRE Indianapolis, president of Network Affiliates Inc.

Mr. Sholis

Although the declaration of war and the attending upheaval in all peacetime plans was by far the outstanding event of 1941 there were many other developments of unusual importance to broadcasters.

Armed with Broadcast Music Inc. and its 250,000 musical numbers, broadcasters started the year by allowing its contracts with ASCAP to expire. While there were many complaints from the music monopoly that some of its tunes were being heard over the air without permission, radio as a whole stood firm. Audience ratings showed little change in musical program standings even though ASCAP numbers were avoided. Broadcasters took this as an indication that the public was supporting their fight.

BMI and ASCAP Sign Consent Decrees

Under threat of a government anti-trust suit BMI on Jan. 27 signed a consent decree to go into effect when ASCAP signed a similar document. The decree was put on file with the Federal District Court in Milwaukee. On Feb. 5 the Dept. of Justice filed the promised suit against ASCAP for violation of the Sherman Anti-Trust law naming Gene Buck, president, 25 members of the board and 19 publishing house members. Trial was set for March 5.

ASCAP council immediately met with government attorneys in an effort to work out a consent decree similar to that already signed by BMI. On Feb. 26 it was signed and both BMI and ASCAP decrees became effective within 90 days from that date.

Agreement with the government left the only matters to be adjusted with networks and stations the price of service and ASCAP then began soliciting new agreements with the stations and with networks. For violation of criminal statutes under the Sherman Law, ASCAP was fined $35,250. On April 1 BMI began its second year of operation with 97% of stations which had belonged the first year already signed for the new period.

Montana Broadcasters, ASCAP Reach Agreement

ASCAP's first agreement came April 9 when it signed with the Montana broadcasters, headed by Ed Craney of the Z-Bar Network. Under the agreement ASCAP dropped infringement suits totalling $250,000 against Montana stations. On May 12 Mutual accepted the ASCAP formula and guaranteed to pay 3% of gross for four years then 3½% of gross until 1950. ASCAP music returned to the network on May 13.

Meantime NBC and CBS were holding daily meetings with ASCAP. Terms and counter-terms were exchanged and on Aug. 1 an agreement was reached whereby the networks would pay 2¾% of net time sales for use of their music. Immediately the networks began a campaign to get affiliates to agree. MBS was given advantage of the lower rate negotiated by the other networks. On Sept. 9 the NAB committee approved the proposed ASCAP contract and labeled it "eminently fair." Leader of the opposition was John J. Gillin Jr., WOW Omaha. On Oct. 30 final agreement was signed between the networks and ASCAP and the music war was over with tunes controlled by the group returning to all networks for the first time in nearly a year.

Mr. Gillin

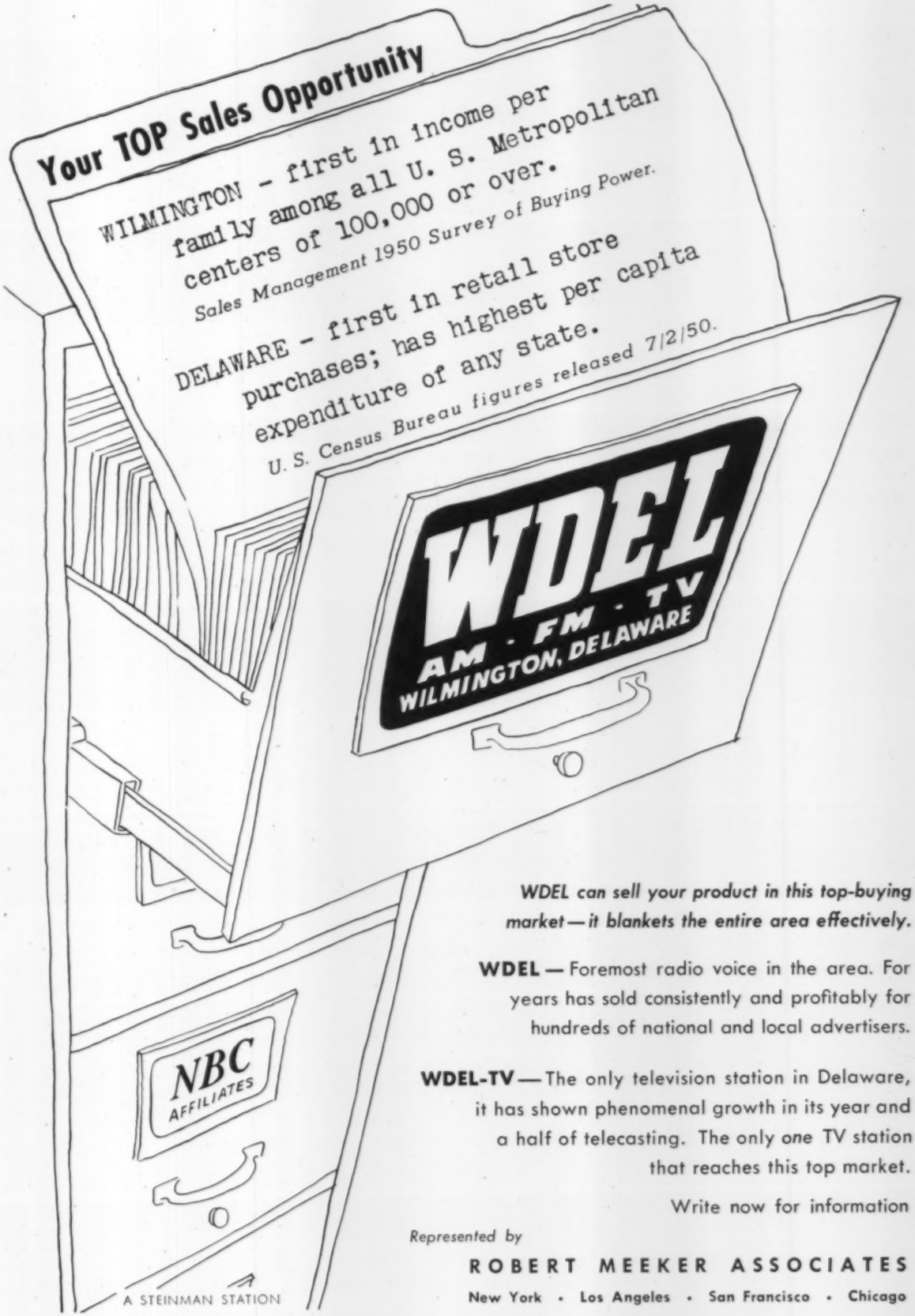
Meanwhile James C. Petrillo, head of AFM, was making moves toward tightening up his contracts. At the beginning of the year stations were notified that AFM contracts, heretofore for 12 months, were being renewed for six. When questioned by BROADCASTING as to reasons, the music czar declared it was just an "experiment."

The year marked a milestone in the history of the magazine. With the Jan. 13 issue BROADCASTING became a weekly after 10 years of operation as a semi-monthly. Size of the issues remained practically

(Continued on page 126)

* * *

PRESIDENT ROOSEVELT as he addressed the nation on Dec. 9, 1941, one day following the United States declaration of war.


Your TOP Sales Opportunity
WILMINGTON - first in income per family among all U. S. Metropolitan centers of 100,000 or over.
Sales Management 1950 Survey of Buying Power.
DELAWARE - first in retail store purchases; has highest per capita expenditure of any state.
U. S. Census Bureau figures released 7/2/50.
WDEL
AM · FM · TV
WILMINGTON, DELAWARE
NBC
AFFILIATES
A STEINMAN STATION

WDEL can sell your product in this top-buying market—it blankets the entire area effectively.

WDEL—Foremost radio voice in the area. For years has sold consistently and profitably for hundreds of national and local advertisers.

WDEL-TV—The only television station in Delaware, it has shown phenomenal growth in its year and a half of telecasting. The only one TV station that reaches this top market.

Write now for information

Represented by

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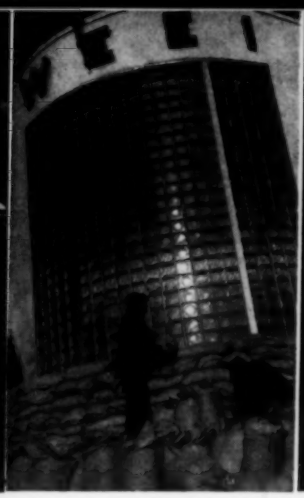


DR. FRANK CONRAD, often called the "father of radio," is shown (left photo) at work in his laboratory a short time before his death on Dec. 10, 1941. Center: Declaration of War brought many preparations along the home front. Here workmen pile up sandbag rampart in front of the glass brick windows of the WEEI Boston transmitter in Medford, Mass. At right: Ray C. Wakefield, of California, is officially inducted into office on March 22, 1941, as a member of the FCC, succeeding the late Thad H. Brown. The new Commissioner (l) is shown receiving the Presidential commission from his lifelong friend, Associate Justice Justin Miller (r), of the U. S. Court of Appeals for the District of Columbia. Center is FCC Chairman Lawrence Fly.

* * *

1941

(Continued from page 124)

the same.

A good year for radio was forecast in January. In a review of 1940, Blackett-Sample-Hummert topped agency billings with network totals of $12,108,788. BROADCASTING YEARBOOK showed 1940 gross time sales of $207,956,000, a 21.5% increase over 1939. Gross national network billings amounted to $96,456,000 while other billings amounted to $111,500,000, according to calculations by Dr. Herman S. Hettinger, associate professor of marketing at the U. of Pennsylvania.

On the regulatory front radio was not standing still. On March 19 the notorious crackdown on newspaper ownership of radio stations was forced through the FCC by Chairman Fly with Commissioners George H. Payne and Frederick I. Thompson supporting the move. At the time BROADCASTING estimated that about 300 of the 890 stations on the air were either newspaper-owned or newspaper-affiliated.

Newspaper-Owned Outlets Name Ethridge Chairman

Within a few days representatives of newspaper-owned stations met, named Mark Ethridge, vice president and general manager of the Louisville *Courier-Journal*, owner of WHAS, as chairman.

The publisher began immediate steps to forestall the proposed action of the FCC. He named a committee of 44 publishers to act for the industry and visited President Roosevelt. As a result of his visit the President named Lowell Mellett, his public relations advisor and former editor of the Washington *Post*, to study the effect of newspaper ownership of radio stations. He also asked Mr. Ethridge to survey the situation. At the ANPA convention it was decided to leave the radio ownership question in the hands of the Ethridge committee.

Meanwhile the FCC set July 23 as date for the hearings on the newspaper ownership question. After five days the hearings were postponed until Sept. 17. When the hearing reconvened it dragged on periodically, with many recesses and at the end of the year no decision had been reached.

Another proposed decision with possibly more far-reaching effects than the newspaper ownership case was the monopoly ruling of May 2 which banned exclusive network affiliates, ordered the Red and Blue Networks separated, ruled out network option time and banned ownership of more than one station in the same city by the same interests.

Immediately repercussions were felt throughout the industry. NBC and CBS took immediate steps to block the proposal. MBS, which stood to benefit by the proposed rule which hit primarily its more powerful competitors, was pleased.

Sen. White on May 12 introduced a resolution to block enforcement of the proposed regulations and at a hearing which began on June 2 before the Senate Interstate Commerce Committee Chairman Fly made several concessions in the proposals. On Aug. 1 Sen. White introduced a series of amendments to the radio act to reorganize the FCC.

Monopoly Rule Actions Are Postponed

There were repeated conferences between members of the FCC and the networks and deadlines for action on the monopoly rulings were postponed several times. In an unprecedented action on June 17 the Commission approved the proposed MBS affiliation contract.

On Aug. 11 the FCC adopted a proposed order banning multiple ownership of stations in the same area, setting a hearing date for Oct. 6. But when the hearings began it was indicated that the first stringent rules, layed down in the proposed decision, might be eased considerably.

On Oct. 30 NBC and CBS together with WOW Omaha and WHAM Rochester filed suit in U. S. District Court for the Southern District of New York asking a permanent injunction against the FCC chain-monopoly regulations.

At the end of the year no final action had been taken by the Commission on the monopoly rules but in December NBC announced it was planning a separate operation for the Blue Network. Three NBC Blue stations, WJZ New York, WENR Chicago and KGO San Francisco were transfered to RCA. Under the plan the Blue was to have a new name. Mark Woods was mentioned for the presidency and Ed Kobak for executive vice president.

Justice Files Suit Against NBC, RCA, CBS

At the same time the Justice Department had long considered filing anti-trust suits against NBC and CBS. Despite repeated assurances that this action had nothing to do with the FCC network monopoly rules, a civil suit was filed against both networks and RCA on Dec. 31.

As a further concession to the FCC rulings, NBC on Dec. 5 abandoned the exclusive provisions of its affiliation contract making it possible for affiliates to accept programs from more than one network.

One of the most important events of 1941 was the final approval of the Havana treaty and the announcement of changes in frequency of from 10 to 40 kc for 795 of the 883 stations in the nation. Final deadline for the move was set at March 29.

The treaty had been signed by Canada, Cuba, Mexico, Haiti and the Dominican Republic as well as the United States and involved new freqeuncies for some 1,300 stations in those nations.

On Feb. 1 Mexico refused to renew the license of Dr. John R. Brinkley for his 180,000 kw XERA at Villa Acuna. About the same time the Federal District Court at San Antonio declared Dr. Brinkley a bankrupt showing assets of $316,500 and liabilities of $1,100,000. Dr. Brinkley had at one time been counted fabulously wealthy as a result of his "goat gland" rejuvenation treatments.

Mexico also refused to renew the license of Norman T. Baker for XENT at Nuevo Loredo. Mr. Baker had specialized in sale of cancer cures on his station.

Wakefield Succeeds Brown at FCC

There were several changes in Commission personnel during the year. Ray C. Wakefield, 46, of Fresno, a member of the California Railroad Commission, was named to the Republican vacancy on the FCC by President Roosevelt on March 5. The vacancy had been caused by the resignation of Thad Brown. Mr. Brown died unexpectedly on Feb. 26 soon after his resignation.

Also in March Andrew D. Ring, assistant chief engineer, and Ralph L. Clark, senior radio engineer, at the FCC resigned to set up their own firm. Gerald C. Gross was named assistant chief engineer in charge of broadcasting and George P. Adair, chief assistant to Mr. Ring, was named assistant chief of the Broadcasting Division.

On June 30 the term of Frederick I. Thompson of Alabama, who had served two years on the Commission filling in the unexpired term of E. O. Sykes, came to an end. The President did not reappoint him but on Oct. 13 named Clifford J. Durr, assistant general council of the RFC, to the vacancy.

In 1941, for the first time, television came into active competition for the advertising dollar. In March at the FCC commercial television hearing, the National Television System Committee reported to the FCC urging an image of 525 lines and 30 frames interlaced. The NTSC showed con-

XUM

siderable enthusiasm for the CBS color system invented by Dr. Peter C. Goldmark.

On May 2 the FCC authorized full commercial television to start on July 1. The image was fixed at 525 lines, 30 frames interlaced with frequency modulation sound. A weekly minimum of 15 hours of program service was set in deference to protests at the proposed 30-hour program service which had originally been indicated. NBC issued its first television rate card on June 27 with Bulova, Lever Bros., Sun Oil and Procter & Gamble the first video sponsors.

With FCC activity constantly posing new problems for broadcasters it is not surprising that the NAB and other trade groups were correspondingly active. At the NAB convention May 12 in St. Louis Chairman Fly was principal guest speaker. Since the convention came hot on the heels of the monopoly order the Chairman found himself the center of a great deal of criticism.

Chairman Fly Hits NAB at News Conference

It was at a news conference at this convention that Chairman Fly spoke of the NAB as a "so-called" trade organization and made his famous remark comparing the industry leadership to "a dead mackerel in the moonlight—it both shines and stinks."

In return the NAB board questioned the Chairman's fitness to head the FCC. In commenting on the meeting BROADCASTING said: "For acrimony and invective the convention had no parallel in NAB annals."

During and after the convention there was considerable criticism of NAB leadership, aims and policies. Ed Craney, operator of KGIR Butte and Z-Bar Network, wrote to a number of independent stations urging the abolition of NAB. Partly as a result of his letters the National Independent Broadcasters met in Chicago, Sept. 22 with Harold A. Lafount, former Commissioner and Bulova executive, as temporary president. Chairman Fly was a principal speaker at the meeting as was Mr. Craney. About 200 broadcasters were present.

The organization scheduled a full scale convention for December but because of the international situation the convention was not held. In a telegraphic poll George B. Storer was elected president and L. B. Wilson, owner of WCKY Cincinnati, vice president. A board of 15 was set up.

Another group which was formed during November was the Network Affiliates Inc., a successor to the Independent Radio Network Affiliates, a trade group which had been active within the NAB for several years. Eugene C. Pulliam, WIRE Indianapolis, was elected president at the meeting Nov. 18 at which it was urged that the NAB be recognized.

Many other events of importance claimed radio's attention during the year. The third inauguration of President Roosevelt on Jan. 20 was given the greatest radio coverage of all times. On March 17 the first nationwide Mile of Dimes drive conducted by radio brought in a total of $200,000.

Early in the year David Sarnoff, president of RCA, announced plans to build the world's largest radio laboratories at Princeton. Work began during the summer on the new plant.

An important station sale was that of WMCA New York which was transferred from Donald Flamm to Edward Noble for $850,000. After the agreement had been made there were charges by Mr. Flamm against Mr. Noble and counter charges when it appeared that Mr. Flamm was not going to go through with the transaction. In the final transfer Donald S. Shaw was retained as general manager.

Mr. Shaw

The first of the annual Peabody awards were made on March 29 at a dinner in New York with CBS winning the network award. In the large station group WSB Atlanta, KNX Los Angeles, WCAU Philadelphia, WBAP Fort Worth, WOR New York and WGEO (shortwave) Schenectady were recognized for various contributions. In medium station group WJJD Chicago, WQXR New York, WOW Omaha, KSTP St. Paul, WBHX New York, WRC-WMAL Washington received recongition while in the smaller station group, KVOS Bellinaham Wash., received a citation.

The House, on Aug. 4, passed a bill to impose a 5 to 15% tax on annual net time sales of stations doing a gross business of $100,000 and over. The bill was later killed in committee.

Death claimed several prominent radio figures during the year. Thomas W. Symons Jr., 52, radio pioneer and part owner with Ed Craney of KXL Portland, KGIR Butte and owner of KFPY Spokane, died on Oct. 2. Dr. Frank Conrad, often called the "father of radio," died on Dec. 10 in Florida and on Dec. 22 death claimed Scott Howe Bowen, 53, president and owner of WBIX Utica and pioneer agency man.

At the end of 1941 FM Broadcasters estimated a minimum of 180,00 FM sets were in use. There were 22 fulltime commercial FM stations.

(Chronology continues on page 130)

• LEADERSHIP IS EARNED • LEADERSHIP IS EARNED •

EXPERIENCE...

AM 28 Years

that results in GOOD SHOWS backed up with AGGRESSIVE PROMOTION

FM 4 Years

Central New York Listeners and Viewers have learned to turn to WSYR

TV 1 Year

WSYR SYRACUSE

AM • FM • TV

NBC AFFILIATE • Headley-Reed, National Representatives

. . . the Only Complete Broadcast Institution in Central New York

EARNED • LEADERSHIP IS EARNED • LEADERSHIP IS EARNED •

Ask the
MAN ON THE GROUND

what station gets the best RESULTS *in* CINCINNATI .....

HALL-RATTERMAN CO.
BURKE GROCERY CO.
CINCINNATI CIGAR CO.
TOM COLLINS JR.
THE CHURNGOLD CO.
LANGE JEWELRY CO.
J. CHAS. McCULLOUGH CO.
MAIN STREET MERCHANTS ASSOCIATION
THE H. & S. POGUE CO.
ROHDE AND CO.
RALSTON PURINA CO.
GRUEN WATCH CO.
RAYSOL, INC.

The local advertiser knows his market! And in Cincinnati, the local advertisers choose WKRC! Here's why:

Of the 1,302,371 persons living within the listening area of WKRC, 74.4% are habitual listeners to this popular Columbia station (Price Waterhouse Survey) — an audience of practically a million listeners spending an annual income of $235,000,000!

WKRC carries Columbia's finest programs. It SELLS your product, because it presents your product in company with the best on the air! Right at the top of the dial, with 1000 watts power, 100% modulation, finest Western Electric equipment, including double turntables for both 33 and 78 r.p.m., and a full 19-hour unbroken schedule every day, WKRC offers you every facility and advantage! It *reaches* the buyers . . it *sells* them . . . it *keeps* them sold!

That's why these and 60 other advertisers "on the ground" choose WKRC. They know the listening habits and buying habits of this vast million-buyer market. And they know that for RESULTS— profitable, low-cost SALES — *the* station to use in Cincinnati is

WKRC

THE ONLY COLUMBIA BASIC STATION IN THE RICH OHIO VALLEY

RADIO CINCINNATI, INC.

OPERATING WKRC · WKRC-TV · WKRC-FM

Chet — make the following corrections in our 1932 ad and run in the Anniversary issue of Broadcasting H.T. Jr.

- ✔ Now 3 stations—WKRC, AM-TV-FM (Transit Radio)
- ✔ 3,311,771 persons in the WKRC area
- ✔ 838,510 Radio Homes in BMB regular listening area
- ✔ 3 Billion annual income
- ✔ CBS program ratings were never higher
- ✔ 5000 watts—since 1937
- ✔ Combined facilities no other Cincinnati Station can offer—AM, TV and Transit Radio—with coordinated promotion and merchandising.
- ✔ Do not list combined advertisers, would take too much room
- ✔ Still the only CBS basic station in the Rich Ohio Valley

make the identification read this way

WKRC, WKRC-TV, WKRC-FM (TRANSIT RADIO)

OPERATED BY RADIO CINCINNATI, INC.

AFFILIATED WITH THE CINCINNATI TIMES-STAR

REPRESENTED BY KATZ AGENCY (TRANSIT RADIO, INC. FOR FM)

1942

A NEW year opened less than a month after the Pearl Harbor attack had started a complete upheaval of the nation's economy. Excitement and chaos appeared in all parts of government, military and business operations. This was reflected in broadcasting as station and network owners wondered what the months ahead had in store for them.

Fortunately experienced heads maintained outward calm behind the industry's microphones, and their guidance was responsible for quelling of nationwide as well as worldwide jitters. Panicky citizens and officials quickly caught the spirit and the quieting influence of broadcasting was widely heralded in and out of government.

Actually many broadcast executives had been through difficult days and sleepless nights as they wondered what Uncle Sam might do to their business operations. They were still wondering as 1942 opened whether bombing attacks might put them off the air or induce complete industry control by the military. And they were wondering how far the government might go in deciding exactly what they might say, and not say, on the air.

Even before a formal censorship code could be drawn, broadcasters were publicly praised by White House Secretary Stephen T. Early, speaking on behalf of President Roosevelt, for their observation of voluntary censorship. This tribute, coming in the final days of 1941, was made as the new Office of Censorship was conferring with industry leaders.

Byron Price, Director of Censorship, and J. Harold Ryan, of the Fort Industry stations, who served as industry representative, started building up from the NAB's mid-December wartime code.

Mr. Price

The formal OC code was released Jan. 16, carrying a voluntary observance theme that was to live in radio history as an example of effective industry cooperation. Some complaints arose about restriction of ad libbing but in general the code was well received and the industry quickly fell in line.

Refinements in the document were drafted on the basis of experience, leading to a revised code dated June 15. Rules covering foreign language broadcasts were strengthened, ad libbing was restricted further and a clause inserted to limit mention of possible enemy air attacks.

In the developments of a government war machine there naturally arose the problem of siphoning governmental broadcasts into the industry's facilities. A tug-of-war had been going on for well over a year as federal agencies tried to capture this needed function.

President Roosevelt resolved the dispute by setting up within Office of Facts & Figures a radio division to serve as clearing house for governmental broadcasting. Two industry officials were named coordinator and assistant, respectively—William B. Lewis, recently resigned as CBS program vice president, and Douglas Meservey, NBC assistant to the program vice president.

Carrying out the industry's voluntary enforcement of censorship rules the NAB's Code Compliance Committee Feb. 6 adopted its own suggestions to ensure maximum good taste in handling war news. Basic ideas had been drawn up by the Broadcaster's Victory Council, organized in late January to serve as liaison with all federal agencies handling radio matters. Chairman of the council was John Shepard 3d, Yankee network president, with O. L. (Ted) Taylor, general manager of the Taylor-Howe-Snowden stations, as executive secretary.

Mr. Shepard

With the governmental war machine rapidly moving into action, federal officials were anxious to rally public support for the measures being taken. The War Production Board and the FCC adopted a mid-February order, on advice of the Defense Communications Board, which froze the existing broadcast structure and limited new construction. FCC went on record to the effect that adequate broadcast standards were essential to the war effort and that every part of the country should receive good service.

Form War Ad Council To Coordinate Industry Effort

To bring all media into a joint agency for promotion of the war effort, advertisers, agencies and media formed the War Advertising Council, an agency that was to continue its coordinating job in the post-war years. Chester J. La Roche, Young & Rubicam, was designated chairman. Quickly this council went into action, cooperating with government agencies handling morale-building and propaganda functions.

An official policy governing release of war information was drawn up in mid-March by the Office of Facts & Figures, pledging the American people would get all war news, good or bad, if its publication would not aid the enemy. The policy was designed to guide reporters and commentators.

In mid-June President Roosevelt combined a half-dozen war information agencies, setting up the Office of War Information. Elmer Davis, CBS commentator, was named director and Milton Eisenhower, brother of Gen. "Ike" and veteran federal official, deputy director.

OFF Reports Americans Depend on Radio for News

Just before this action, Office of Facts & Figures had shown in a survey that "a majority of Americans have come to rely upon the radio, rather than upon newspapers, as the primary source of their news about the war; they express greater confidence in broadcast, than in printed, news on the ground that it is swifter, more condensed, more accurate, and gives a greater sense of personal contact with persons and events. . . ."

A month after it was set up, OWI was rolling along at top speed. Gardner Cowles Jr., president of Iowa Broadcasting Co., was named assistant director in charge of all OWI domestic operations. Serving under Mr. Cowles, Kenneth R. Dyke, former NBC advertising-promotion director, was named director of a Bureau of Campaigns.

To implement OWI's operation Mr. Davis in mid-September issued a regulation requiring that all plans or proposals for new or continuing series, or individual radio programs for government agencies be submitted to the OWI Radio Bureau for clearance. Thus OWI became the clearing house for federal use of the broadcast medium.

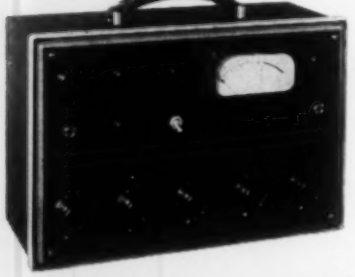
OWI Buys Alaska Time To Beam to Troops

Desiring to keep American troops supplied with radio service, OWI made arrangements to buy blocks of time over stations in Alaska.

The industry's stations within the United States itself were so faithful in carrying out their war role that Mr. Davis told Congress in early October that stations and networks were contributing time worth $64 million a year at commercial rates for war agencies.

Seventeen broadcast officials were appointed in mid-October to serve as regional consultants to OWI. They were vested with the task of working with OWI branch offices.

Winding up the year, OWI adopted a broad-gauged federal program allocation plan, effective the following Jan. 18, and scheduling transcribed programs and



Collins 12Z remote amplifier

PROTECT YOUR SPORTS BROADCASTS

Here's the experience of WKOW, Madison, Wisconsin, as told by Chief Engineer V. A. Vanderheiden in a letter last November:

"You may be interested to know that the Collins 12Z (with the automatic changeover to battery feature) saved the day for us at the Wisconsin-Indiana football game last Saturday. The power failed at the field during half-time and most of the other stations carrying play-by-play were cut off until midway in the fourth quarter. We fed several other stations in Wisconsin during the emergency.

"Our engineers will probably never feel quite safe with any other remote equipment but the Collins 12Z in the future."

Get a Collins 12Z now, from stock, and protect all your sports and other remote programs every month in the year. Write, phone or wire your nearest Collins office.

COLLINS RADIO COMPANY
Cedar Rapids, Iowa

COLLINS

11 W. 42nd St. NEW YORK 18 | 2700 W. Olive Ave. BURBANK | 417 Roselyn Ave. DAYTONA BEACH
Dogwood Road, Fountain City KNOXVILLE | 1330 N. Industrial Blvd. DALLAS 2

scripts available for local sponsorship.

The Office of Censorship moved along quietly and smoothly through the last half of the year. Broadening its supervision of foreign tongue programs, Assistant Director J. Harold Ryan set up a special foreign language section headed by Robert K. Richards, his assistant.

U. S. broadcasters had stark realization of what war could mean shortly after Pearl Harbor. By prearranged plan, the four stations in Manila were dismantled and destroyed before the Philippine capital was overrun by the Japanese.

Stations Feel Impact Of War in Operations

With the censorship and information agencies of the government quick to get their operations under way, stations felt the war's impact in many phases of their daily operations. Their actual revenues hadn't suffered to any extent in the last month of 1941 but they wondered what to expect in the months to come despite predictions that time sales would smash all records.

In Congress legislation was set in motion to establish universal daylight time. A local Army official on the West Coast had banned network testimonials and request programs, causing a temporary flurry of excitement. NAB's board was called for a meeting on war emergency matters. Talk of priorities and a radio freeze was heard frequently.

At the end of January the FCC halted all future construction of stations in areas receiving primary service from one or more stations, pending issuance of a formal order by Donald M. Nelson, chief of the War Production Board. The formal freeze order was handed down Feb. 24, with considerable discretion left to the FCC. C. M. Jansky Jr., of Jansky & Bailey, was named chief of the WPB Communications Branch radio section.

As mobilization gobbled up American youth, stations started to feel the manpower shortage. Selective Service officials ruled that deferment of station employes belonged in the hands of local draft boards. Criteria in deferment was based on availabilty of replacement and value of the employe to his station.

FCC, on recommendation of Defense Communications Board, relaxed operator requirements, easing the situation somewhat in control rooms and transmitter houses.

First real test of station behavior under war conditions occurred Feb. 25 when Southern California broadcasters were blacked out for six hours when it was feared enemy planes were over the area. Shelling of an oil field by a submarine led to a temporary radio blackout. The two scares found broadcasters responding quickly to blackout orders.

The calm handling of war news by broadcasters was credited with quieting nationwide excitement that promised to develop into hysteria.

Cancellations Are Offset By News Show Sponsors

Station operators were concerned during the early days of the war by effects of federal restrictions on inventories and shortages in industries buying time. Some cancellations developed but most of these were more than offset by sponsors buying news programs.

War Production Board clamped down on construction by setting up a license system for all new building costing over $5,000. Receiving set manufacturers converted as rapidly as possible to war production.

Going far beyond previous freeze orders, the Defense Communications Board recommended that WPB and FCC declare a complete stoppage of all broadcast construction. WPB gave radio a fairly high preference rating for maintenance, repair and operating supplies. Selective Service officials placed broadcastng fourth on the list of seven most important occupations on which deferments should be based.

Mr. McIntosh

Frank McIntosh, Fort Industry Co. technical supervisor, was named chief of the WPB radio section under Leighton H. Peebles, chief of the Communications Branch, succeeding Mr. Jansky, who was assigned to special duty in the Army Air Force.

In a freeze order issued May 4, FCC left the way open for emergency cases and special circumstances.

Talk arose around the industry on behalf of a pooling of critical items needed to keep stations on the air. A pooling plan was sent to WPB May 21 by Defense Communications Board, backed by NAB endorsement. DCB recommended that FCC administer the pool. WPB, however, didn't respond to the plan and NAB acted to set up a voluntary pool pending government action.

As successor to DCB, a new Board of War Communication took an industrywide survey of transmitting tubes in use or available. WPB Sept. 21 issued an order barring all non-essential electronic production and restricting inventories.

Selective Service Declares Broadcast Jobs Critical

The industry's manpower situation was cleared somewhat when Selective Service defined as critical a score of broadcast occupations.

After all the months of discussion, FCC put the industry on a full wartime basis in early November by reducing all transmitter radiated power by one decibel, effective Dec. 1. WPB issued a replacement tube order to insure continued operation of civilian radio sets. FCC took another step toward pooling when it sent a questionnaire to all stations to obtain data on availability of parts.

For the Commission, with its function of regulating the ether and granting permits, the first full war year was fraught with delicate and difficult problems. As the year opened the Dept. of Justice filed civil anti-trust actions against RCA-NBC and CBS, going beyond the FCC's own network regulations and coming just 12 days in advance of Federal court hearings in New York on the network injunction suits against the FCC's regulations.

The Federal court in New York Feb. 21 held it had no jurisdiction to rule on validity of the FCC's

(Continued on page 134)

* * *

TO BE EFFECTIVE Jan. 1, 1942, Edward B. Marks, president of Edw. B. Marks Music Corp., signs the contract transferring the performing rights to more than 15,000 songs from ASCAP to BMI. Looking on are (l to r) Merritt E. Tompkins, vice president and general manager of BMI (seated); Sydney Kaye, BMI general counsel; Max Marks (brother); Herbert Marks (son).

The Market

ALBUQUERQUE
NEW MEXICO
now a metropolitan market

whose City-National index to retail sales (September, 1950, compared to September, 1949) is well above average.*

Sales Management, Sept., 1950.

The Station

KVER
Mutual - - Albuquerque

delivers more listeners per advertising dollar

CHECK SRDS FOR RATES

HOOPER RADIO AUDIENCE INDEX
City Zone, Albuquerque, N. M., Spring 1950

TIME	SHARE OF RADIO AUDIENCE			
	KVER	Station "B"	Station "C"	Station "D"
SUNDAY thru SATURDAY 8:00 PM - 10:00 PM	32.1	30.7	22.6	10.2
SUNDAY 1:00 PM - 6:00 PM	30.6	30.6	21.3	16.7
MONDAY thru FRIDAY 10:00 AM - 12:00 Noon	30.9	34.0	23.9	7.4
MONDAY thru FRIDAY 12:00 Noon - 5:30 PM	23.0	50.0	14.8	11.5
MONDAY thru FRIDAY 5:00 PM - 6:00 PM	30.6	36.6	21.6	9.7

M. G. M. Radio Attractions. Local and National Sports. Only Albuquerque Station with morning, afternoon, and evening Spanish programs.

WM. T. KEMP, President
KEITH TYE, Manager
PAUL KEHLE, Sales Manager
BERT LEBHAR, III, Ass't Manager

Represented by

FORJOE & CO.
NEW YORK CHICAGO
LOS ANGELES SAN FRANCISCO
ATLANTA

America's Key Network Stations Use RCA TV Equipment... *WNBT for instance*

ON THE AIR LONGER than any other TV station in the New York metropolitan area, this key network station of the National Broadcasting Company is setting a record for on-air time—with more than 312 hours of local and network transmission a month to a potential audience of 1½ million families.

Well-known in the business for its high-quality programming . . . and technical excellence of operation . . . we are proud that WNBT is supported by RCA television equipment *throughout the station!*

For instance, a complete transmitter room—with all associated equipment. Everything in field equipment—including microwave relays. Film projection equipment. Remote video relay switching. Studio control room equipment. Control consoles, amplifiers, projection changeovers, synchronizing generators, power supplies, etc.

When you face up to the job of planning your TV station . . . or add on facilities to your operations . . . select the same equipment the key network stations use. *Go RCA!*

Your RCA Television Equipment Sales Engineer is at your service.

From camera lens to antenna—everything in WNBT is RCA! ▶

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

1942

(Continued from page 131)

network rules. On appeal by the networks, the court March 2 decided to stay effective date of the regulations. The U. S. Supreme Court decided March 16 to hear the case and on June 1 sent the network rules back to the Federal district court in New York for full review on the merits. The court in New York dismissed the NBC and CBS injunction petitions Nov. 16, continuing its stay order until appeal could be taken to the Supreme Court, which scheduled a hearing for early 1943.

Another important decision by the court, handed down Sept. 12, held that a broadcast station has a definite right acquired through its operating license and the FCC cannot tamper with or degrade a station's facilities without giving it a hearing.

Early in the year rumblings were heard on Capitol Hill pointing toward a Congressional investigation into the FCC's affairs. Rep. Eugene Cox (D-Ga.) introduced a probe resolution Feb. 2.

SCOTUS Upholds Right Of Stay Orders Against FCC

An important Supreme Court ruling April 6 upheld right of the U. S. Court of Appeals for the District of Columbia to issue stay orders against FCC decisions.

The U. S. Court of Appeals for the District of Columbia upheld the FCC in permitting subpoena of witnesses and conducting a newspaper ownership investigation, but it also served notice on the Commission that it should not discriminate against newspaper ownership. FCC held hearings during the spring months but reached no decision during the year. FCC Chairman James Lawrence Fly was questioned at length on the Commission's newspaper ownership proceedings during Senate committee hearing on his nomination by President Roosevelt to continue in office another seven years. The Senate confirmed Chairman Fly's nomination June 29.

The only inquiry into FCC's policies held during the year was that of the House Interstate & Foreign Commerce Committee, which heard testimony over a 10-week period in the spring and early summer. This hearing dealt with the Sanders Bill to curtail FCC's powers. FCC Chairman Fly testified eight times against the bill, with Comr. T. A. M. Craven favoring it as leader of an FCC minority. The Sanders Bill was still in committee as the year ended.

While the networks were in the throes of legal proceedings all during 1942, they also experienced the normal ups and downs—mostly ups—of business enterprises. As a result of the network monopoly rules, forcing RCA to divest itself of one of its networks, RCA Jan. 9 announced formation of Blue Network Co., a separate wholly-owned subsidiary of RCA. Mark Woods was elected president and Edgar Kobak executive vice president. The company started with $2 million working capital.

Mr. Woods

Mutual network Jan. 10 filed a $10 million suit against RCA-NBC charging conspiracy in time-option provisions of affiliation contracts.

Total network sales for 1941 were estimated by Dr. Frank Stanton, CBS research director, at $107 million, 10% above 1940.

In early February the four networks, as part of their extensive war activities, joined in producing a program, *This Is War*, in cooperation with Office of Facts & Figures.

Klauber, Keston Get New CBS Positions

CBS revamped its executive staff March 25 by naming Edward Klauber chairman of the executive committee and Paul W. Kesten vice president and general manager. William S. Paley, continued as president. In mid-May CBS dedicated a Latin American hookup, with 76 affiliates. Research Director Stanton and Paul M. Hollister, agency official, were elected CBS vice presidents in September. In August CBS had bought WEEI Boston from Boston Edison Co. for $500,000. The network had been leasing the station.

Network billings in general more than held their own during the wartorn months of 1942, all four hookups showing an increase during the first half of the year. The new Blue network continued to prosper and Aug. 1 the NBC and Blue networks split up their joint Washington operation. Frank M. (Scoop) Russell continued to direct NBC's capital office. Kenneth H. Berkeley, who had managed WRC (NBC) and WMAL (Blue), was named Blue representative and manager of WMAL.

NBC effective Aug. 1 granted an extra over-all 10% discount to sponsors using the full 125-station hookup. Similar arrangements were in effect on other networks.

NBC's parent company, RCA, dedicated the industry's most elaborate research laboratory at Princeton, N. J.

Mutual departed from precedent in November by naming Dr. Miller McClintock, executive director of the Advertising Council, as its first salaried president. W. E. Macfarlane, business manager of the *Chicago Tribune* and one of Mutual's founders, continued as chairman of the executive committee and Alfred J. McCosker, president of WOR New York, continued as chairman of the board. Fred Weber continued as network general manager.

Dr. McClintock

Network rates were placed under scrutiny of the Federal Trade Commission but FTC explained it was merely a preliminary study.

As the year ended the important Yankee and Colonial Networks in New England were sold to General Tire & Rubber Co.

Networks and stations alike were harried during the year by difficulties with the American Federation of Musicians. AFM President James C. Petrillo decreed that all recording and transcribing of music for public consumption would cease Aug. 1. In a letter to record and transcription manufacturers, dated June 25, Mr. Petrillo notified them their licenses to make recordings would expire July 31 and would not be renewed.

The Dept. of Justice promptly went to court, asking an injunction, but the suit was dismissed Oct. 12 by Federal Judge John P. Barnes, in Chicago, on the ground that it was a labor dispute. A short time prior to the decision the Senate had adopted the Clark resolution calling for an investigation of the AFM. Sen. Worth Clark (D-Idaho) introduced legislation Sept. 23 to curtail authority of the AFM president to interfere with recording.

Senate Sets Up Group To Probe AFM Recording Ban

A special Senate subcommittee to investigate the AFM recording ban named Herbert M. Bingham, Washington attorney, as counsel and directed that hearings begin Jan. 12, 1943. Dept. of Justice took an appeal from Judge Barnes' decision to the U. S. Supreme Court.

While war was going on all over the world, NAB had a little war all its own. Rumblings of discontent, heard during the winter, erupted in March into a threatened reorganization, with demands for new leadership and removal of networks from active membership.

The NAB board, at a March 19-20 meeting in New York, served notice it would defend President Neville Miller to the limit. This amounted to a vote of confidence. Intra-industry discord was put aside at the NAB convention May 11-14 in Cleveland as broadcasters decided to devote their efforts to the job of providing maximum war service. The convention voted active membership for networks.

In early March Walter J. Damm, WTMJ Milwaukee, had been elected president of FM Broadcasters Inc., formed to promote that form of aural broadcasting.

Mr. Pulliam

Another association, Network Affiliates Inc., was formed in mid-May to work apart but not against NAB. President was Eugene C. Pulliam, WIRE Indianapolis. At the same time Independent Radio Network Affiliates was dissolved. It had been

1942—AMERICA's first year of active participation in World War II was marked by the intensifying of radio's effort toward the goal of victory. Left photo: At Hollywood conference of J. Walter Thompson Co. executives, advancement of the war effort through coordination of network programs was discussed by (l to r) Daniel Danker, Southern California vice president in charge of radio; Norton W. Mogge, Los Angeles office manager; Stanley Resor, JWT president, and Norman Strouse, San Francisco executive. Center photo: As a security measure, entire staff of KMBC Kansas city, led by Manager Arthur B. Church (pictured), was finger-printed for the local police files as well as the FBI. Right photo: Government wartime messages were the topic of September conferences with Washington officials of the OWI. Attending (l to r) were Don Belding, Los Angeles vice president of Lord & Thomas; Jack Smalley, Hollywood manager of BBDO; Nat Wolff, OWI deputy chief in charge of Hollywood office; Seymour Morris, chief of allocation division of OWI; Douglas Meservey, OWI deputy chief of Washington bureau; and Sidney N. Strotz, western division vice president of NBC.

XUM

formed in the late '30s primarily to meet the music-copyright crisis.

Again during the summer discontent was apparent among NAB members. This led to formation Sept. 25 of a competitive association, American Broadcasters Assn. Its founders included John Shepard 3d, of Yankee Network and chairman of Broadcasters Victory Council; Mr. Damm; James D. Shouse, WLW-WSAI Cincinnati; Mr. Pulliam; George B. Storer, president of Fort Industry Co. as well as National Independent Broadcasters; Harry Bannister, WWJ Detroit; E. B. Craney, Z-Bar Network; Stanley Hubbard, KSTP St. Paul; O. L. (Ted) Taylor, of Taylor-Howe-Snowden stations and BVC executive secretary.

Though ABA wanted Mr. Miller removed as president, the NAB board at a special mid-October meeting gave him a new vote of confidence. ABA conducted a survey of station reaction and decided in mid-November to abandon the whole project.

It was a good business year despite all the disturbing war influences, judging by statements of industry leaders at the yearend, promising to surpass the $237.6 million gross time sales in 1941 ($176.3 million net), as estimated in January by BROADCASTING YEARBOOK. FCC's 1941 analysis, appearing in November, placed 1941 net time sales at $178.1 million.

The U. S. Census Bureau had announced Aug. 3 that as of April 1940 82.8% of U. S. Homes had radio receivers.

The year saw many industry figures leave their desks and microphones to take part in the war effort. The military services drew such persons as David Sarnoff, RCA president and NBC chairman, who entered the Signal Corps; Harry C. Butcher, CBS Washington vice president, who became aide to Gen. Eisenhower; John A. Kennedy, head of West Virginia Network, to the Navy; Edward M. Kirby, NAB public relations director, to head the Army's radio section, and Frank E. Pellegrin, NAB director of broadcast advertising, to the same section, to mention just a few of those in the industry who donned uniform.

Mr. McNamee

Several pioneers in the industry died during the year. Among them were Graham McNamee, announcer; Dr. John R. Brinkley, onetime Kansas and Mexican broadcaster; Maj. Gen. C. McK. Saltzman, chairman of the Federal Radio Commission from 1930 to 1932; C. Roy Hunt, general manager of KOIN and president of KALE Portland, Ore.; Paul H. La Stayo, president of WAAT Newark; Edward A. Hanover, vice president in charge of manufacturing and broadcast operations, Stromberg-Carlson Telephone Mfg. Corp.

1943

AFTER more than a year's experience in operation under war conditions, the broadcast industry found itself in harmony with most of the government's key officials. This was especially the case at Office of Censorship and Office of War Information.

As the year was getting under way, key broadcasting and OWI officials had just completed a three-day conference in which a plan was drawn up for government war-effort programs. Heart of this plan was a five-weekly quarter-hour program, slated for Feb. 1 inauguration, to be available for sponsorship on all stations. A station allocation plan was adopted by OWI to aid broadcasters in planning war information programming.

One of the first radio war heroes was Lt. Thomas E. Knode, of NBC Washington, who received the Distinguished Service Cross for extraordinary heroism in action. Lt. Knode was twice wounded near Buna, New Guinea, on Dec. 5, 1942. Later he was promoted to captain and before the year ended had returned to his duties as NBC Washington news editor.

Lt. Knode

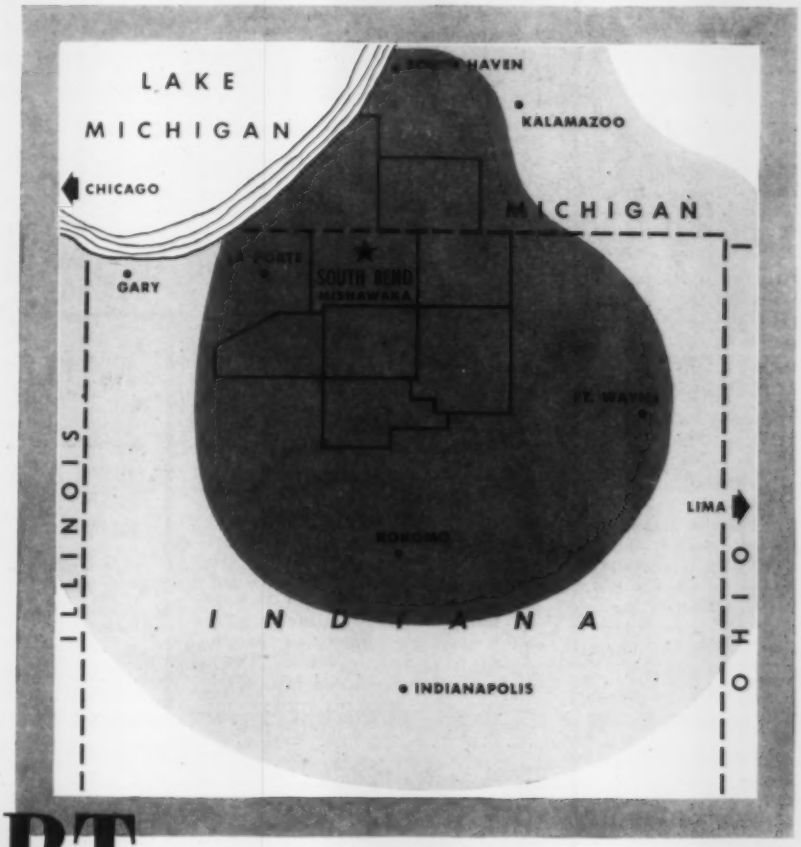
Broadcasters were granted important manpower relief in a revised list of critical occupations issued Jan. 28 by Selective Service officials.

Though WLW Cincinnati had been directed to cease operating with 500 kw the first of the year, it was authorized to continue engineering tests at peak power of 750 kw. The plant was earmarked for use in psychological warfare.

Office of Censorship announced Feb. 10 a revision of its code to centralize domestic activities and strengthen supervision of foreign language broadcasts.

As War Production Board perfected its technique, Frank H. McIntosh was promoted in March to assistant director of the WPB Radio Division under Ray C. Ellis. The OWI's series of quarter-hour programs, started in February, continued to attract sponsors and by mid-March stations all over the country had sold the series locally or regionally. War industries were using radio time in larger quanti-

(Continued on page 136)



WSBT GIVES YOU BONUS COVERAGE!

The South Bend-Mishawaka trading area — all by itself — is a market worth covering. Over half-a-million people live in these eight counties alone. They spend nearly half-a-billion dollars a year on retail purchases.

And that's just *part* of WSBT's primary coverage! The entire primary area takes in 1½ million people who spend nearly $1½ billion a year. That's what we mean by *bonus* coverage!

Want your share of this big, rich bonus? It's yours with WSBT, the only station which dominates the entire market.

WSBT SOUTH BEND
5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

1943

(Continued from page 135)

ties on the networks.

Several states were operating on standard time despite governmental decree specifying Fedral time, and high military officials criticized dissenting states.

President Roosevelt settled an internal dispute over handling of psychological warfare activity by transferring propaganda functions to OWI, under Director Elmer Davis.' OWI's Radio Bureau estimated in March that broadcasters had donated $87 million in time and talent to OWI war messages. The one-year total was estimated later in the year (November) by OWI at $103 million.

Phillip H. Cohen was named in early April to be assistant chief of the OWI Radio Bureau, succeeding Douglas W. Meservey. Richard F. Conner was named head of the Station Relations Division.

Mr. Storer

Capt. Joseph Redmond was again named by the Navy as director of Naval communications, succeeding Capt. Carl F. Holden, given a battleship command. A prominent industry executive, George B. Storer, president of the Fort Industry stations, entered the Navy in mid-April as a lieutenant commander.

Hoyt Named to OWI In Domestic Branch

OWI withdrew its quarter-hour series from sponsorship in mid-May, effective July 30, after many stations had complained the program lacked name talent attractive to sponsors. Palmer Hoyt, editor and publisher of the *Portland Oregonian* (KGW-KEX), was named assistant director of OWI in charge of the Domestic Branch, succeeding Gardner Cowles Jr., who resigned to return to his business interests.

At the end of May President Roosevelt named James F. Byrnes head of the new Office of War Mobilization. Judge Byrnes resigned as economic stabilization director to take the position. His assistant, Walter J. Brown, vice president of WSPA and WORD Spartanburg, S. C., remained with him.

W. B. Lewis resigned in June as assistant director of the OWI Domestic Branch. Later he became executive vice president and general manager of American Network (FM).

Maj. Gen. Harry C. Ingles was nominated Chief Signal Officer of the Army succeeding Maj. Gen. Dawson Olmstead, who retired June 30. Another industry figure, Samuel R. Rosenbaum, president of WFIL Philadelphia, entered the Army special reserve as a lieutenant colonel.

At the Office of Censorship, Eugene Carr left the Broadcast Division to become assistant to the president of the G. A. Richards stations.

Radio had its biggest wartime news assignment Sept. 8 when Italy surrendered. Gen. Dwight D. Eisenhower read the proclamation and his voice was carried by radio throughout the world.

The flow of broadcasting leaders into wartime work continued. In early October William S. Paley, CBS president, accepted an OWI assignment at Gen. Eisenhower's headquarters, and was commissioned colonel. At OWI's Washington office Phil Cohen succeeded Don Stauffer as chief of the Domestic Radio Bureau. Mr. Stauffer returned to Ruthrauff & Ryan, New York.

First major relaxation in wartime censorship rules occurred Oct. 18 when the Office of Censorship eased its rules covering broadcasting of weather reports. J. Harold Ryan, OC assistant director, praised cooperation of broadcasters in observing the weather ban. With its lifting, stations were quick to resume reports, a source of substantial revenues.

Mr. Butcher

Two months after the Italian surrender, the news leaked out that a broadcasting engineer, R. Morris Pierce, WGAR Cleveland, had been largely responsible for surrender of the Italian Navy. This credit came from Adm. Sir Andrew Cunningham, British commander in the Mediterranean. Comdr. Harry C. Butcher "accepted" the fleet in Gen. Eisenhower's name after Mr. Pierce had rigged a haywire transmitter tuned to 500 kc, the distress frequency, to inform the Italian fleet the government had surrendered.

In another OWI change Edward Klauber, former chairman of the CBS executive committee, became associate director under Elmer Davis. He succeeded Milton S. Eisenhower, who resigned to become president of Kansas State College.

OWI States Policy On News Release Decision

Wider news coverage by radio and publications was made possible Dec. 10 when Office of Censorship announced it had final decision over release of news. This policy answered complaints that local military and civil personnel had exercised arbitrary censorship powers.

A U. S. war agency, Office of Civilian Requirements, found in a nationwide study that approximately 32.5 million American families had one or more radios, or 89% of all families in the country.

For the broadcast advertising industry 1942 had been a good year. Just how good the year had been was made known in early February when BROADCASTING estimated gross time sales at $254.8 million and net time sales at $191 million, 6.1% over 1941. Again the industry attained new sales records whereas competing media had trouble holding their own during the difficult war year.

Also brightening the early part of 1943 was the revelation by Cooperative Analysis of Broadcasting that listening had increased during the war months. Another survey showed 59,340,000 radio sets in operation in the United States.

An important agency development at the turn of the year was dissolution of Lord & Thomas and creation of a new agency, Foote, Cone & Belding.

Petrillo Appears Before Senate Probe Committee

There were dark portents in the broadcasting realm ere 1943 had proceeded many days. AFM President James C. Petrillo, appearing before a Senate investigating committee headed by Sen. Worth Clark (D-Idaho), finally agreed he would draw up a program of "demands" that must be fulfilled before settlement of the six-month AFM ban on phonograph and transcription recording. A few days later Mr. Petrillo pulled AFM musicians off CBS and Blue network remote dance pickups because of a local dispute in Pittsburgh.

In an era of continually mounting costs, the industry benefited by substantial AT&T rate reductions covering network lines.

By March 1 the music impasse was becoming more acute as recording and transcription companies formally rejected a demand by Mr. Petrillo for "fixed fees" on each recording. They termed it a "starling new kind of social philosophy." Recorders and transcribers on March 19 asked Mr. Petrillo to confer on the recording ban March 24, but the AFM head put the meeting off to April 15. This session proved futile.

AFM-industry negotiations were broken off May 13 when AFM demanded transcribers withhold their recordings from stations cited as unfair by AFM. The impasse continued until late September when Decca Records and World Broadcasting System, its transcription subsidiary, broke off from the rest of the industry and agreed to permit royalty fees on recordings.

A month later four large independent transcription producers signed with AFM and resumed recording after 14-month shutdowns. That broke the back of industry resistance to the musicians' union.

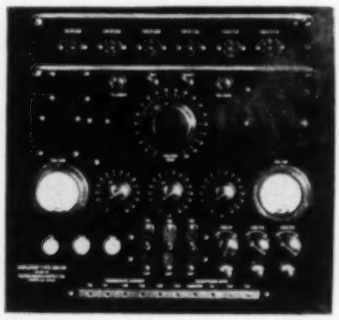
Blue network intensified its musical programming in mid-March 1943 by naming Paul Whiteman director of music.

Network scheduling suffered setbacks during the 1943 winter and spring months as several midwestern states refused to abide by Federal daylight saving time. Eventually these deviations brought pleas from high government and military officials in which the en-

(Continued on page 138)

WHILE CONFORMING TO G.O. 116

Install Speech Input Amplifiers of Improved Design



Gates Type 102-CR Speech Input amplifier is the very last word in speech input equipment.

It includes level indicator, three channel mixer with every detail of construction for wide uniform frequency response and unrepulsive operation. It has a gain of plus 80 db and an output capacity of 8 watts.

Price $325.00

Send for Bulletin No. 2 for full description.

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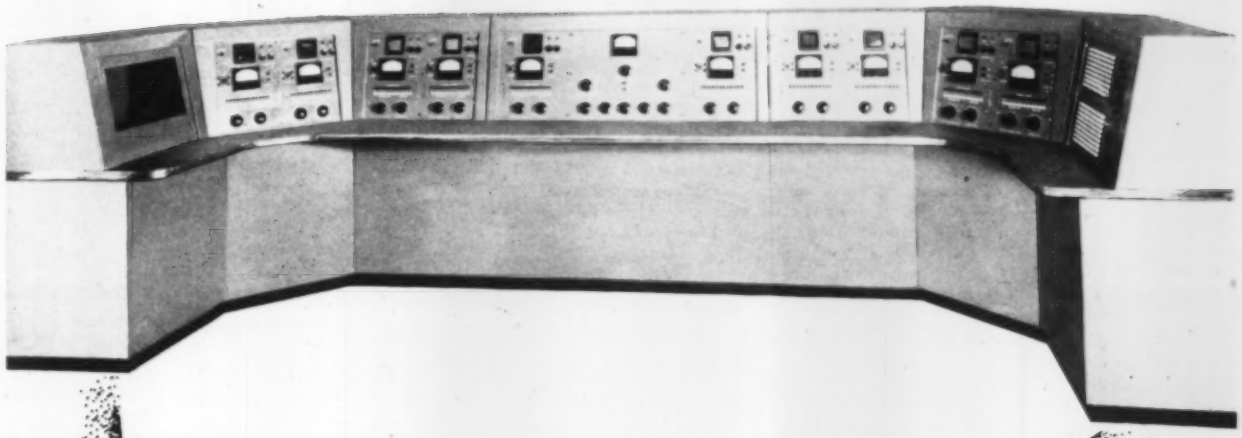
spotlight on PROGRESS



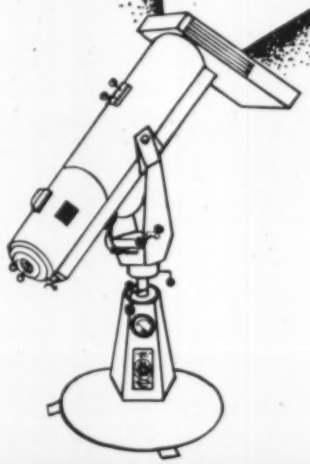
Gates Special design master controlled console . . . a typical '50 decade progressive Gates Product

It was not just a coincidence that GATES joined hands with Broadcasting magazine during its first year of publication...

Twenty years ago, as today, we at Gates recognized progressive industry steps...

Broadcasting magazine has helped Gates progress through complete advertising coverage of Gates products just as Gates has helped broadcasters progress with fine equipment and service...

Gates congratulates "Broadcasting" on its twentieth anniversary and is eagerly looking forward to celebrating our Golden Jubilee.



GATES RADIO COMPANY
QUINCY, ILL., U. S. A.

Warner Bldg., Washington, D. C.
2700 Polk Ave., Houston, Texas
Canadian Marconi Company, Montreal
Rocke International, New York City

1943

(Continued from page 136)

tire nation was asked to cooperate in observing war time.

An anti-trust suit that had been pending against RCA was dropped March 27 by the Dept. of Justice, without explanation.

In a nationwide survey *Life* magazine found that 91.9% of families reported having radio sets, though 4.2% reported sets out of order.

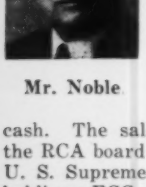
Fort Industry Co., owning several stations, in mid-May bought WFTL Fort Lauderdale, Fla., for $275,000. It became WGBS.

While the industry was having its troubles with the musicians' union, another headache appeared with notification by ASCAP that musical programs preceded or followed by commercial announcements would be classified as commercial programs in pre-program license contracts.

In what was to be a momentus year in network operations, Fred Weber resigned as general manager of Mutual network in mid-June to become manager and part owner of WDSU New Orleans. CBS affiliate stations opened a campaign to eliminate "cow-catcher" and "hitch-hike" announcements on sponsored programs.

CBS started testing a program analyzer technique in mid-July, using selected small groups as listener laboratories for evaluation of program impact.

Federal Trade Commission, which had been studying network rate and discount practices, announced in late July it had found no violations of fair trade laws by the networks.



Mr. Noble

Historical development in the life of broadcast networks occurred July 30 when Edward J. Noble, owner of WMCA New York and chairman of Life Savers Corp., bought the Blue Network Co. for $8 million cash. The sale was approved by the RCA board a week later. (See U. S. Supreme Court decision upholding FCC network monopoly rules later in 1943 summary.)

A month later Mr. Noble sold WMCA to Nathan Straus, New York financier, and took over the Blue from RCA Oct. 15. Time Inc., publishing firm, and Chester J. LaRoche, bought interests in the network just before the year ended.

Heeding the request of affiliates, CBS announced that effective Oct. 1 it was eliminating "hitch-hike" and "cow-catcher" announcements from commercial programs. The CBS Affiliate Advisory Board in turn agreed to cooperate by limiting station-break announcements.

Blackett-Sample-Hummert Ordered Dissolved

One of the important advertising agencies in the radio field, Blackett-Sample-Hummert, was ordered dissolved at yearend, it was announced in later summer. Out of it arose Dancer-Fitzgerald-Hummert, with Bill Blackett opening his own agency. Frank and Anne Hummert set up Hummert Radio Productions.

Yearend analysis by BROADCASTING showed time sales at a high level, with industry leaders predicting new records would be set in 1944.

The regulatory year 1943 was an exciting one, dominated by Congressional hearings into FCC practices and a U. S. Supreme Court decision upholding the FCC's issuance of rules regulating monopoly in network practices. These rules, which had been finally adopted Oct. 11, 1941, were upheld in a Supreme Court decision handed down May 10, which gave the FCC implied broad program control through use of the phrase "control of composition of that traffic." It was this phrase that eventually led to the FCC publication of its controverted "Blue Book." The rules were scheduled to become effective the following June 14.

Industry circles were upset by the decision, with demand for corrective legislation arising.

A week later the Supreme Court issued a decision protecting existing station facilities by requiring FCC to hold hearings before modifying service of stations. This decision was issued in the case of stations seeking assignments on the 850 kc clear channel occupied by KOA Denver.

Earlier in the year (February) the court had upheld Federal Judge John P. Barnes' ruling in which a U. S. Dept. of Justice anti-trust suit against the AFM was thrown out. Judge Barnes allowed a second suit of the type to come to trial.

In July, Advertising Federation of America voiced "profound concern" over the network monopoly decision because it gave FCC the right to determine the nature of radio traffic.

Rep. Cox

Congress and the FCC spent much of 1943 in the throes of investigations and charges and counter charges. Rep. Pehr G. Holmes (R-Mass.) in late January introduced a bill to reorganize the FCC and the House passed a resolution introduced by Rep. Eugene Cox (D-Ga.) for a far-reaching investigation into the FCC's behavior.

Cox Heads Committee To Probe Commission

Rep. Cox was named chairman of a select committee to probe the FCC. The committee named Eugene L. Garey, New York attorney, as chief counsel and he promptly started scouring government records involving the Commission.

Then on March 8 a bill was introduced in the Senate, by Chairman Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, and Sen. Wallace H. White (R-Me.) calling for revision of the Communications Act.

All spring the House group worked up material for its investigation. It ran into an obstacle in July when President Roosevelt barred some government files from the investigators, citing conflict with the war interest. The House committee made charges in which FCC Chairman James Lawrence Fly was impliedly given partial responsibility for the Japanese Pearl Harbor attack.

Chairman Fly, in turn, charged that the Cox committee attack was the work of the "radio monopoly" and Wall Street interests.

For weeks the committee and the FCC engaged in brisk sparring, with all sorts of political ramifications. Finally Rep. Cox resigned as chairman of the committee and Rep. Clarence F. Lea (R-Calif.) was named chairman. In November and December the Senate Interstate Commerce Committee held hearings on the White-Wheeler Bill.

Average Radio Salary Jumps 7% Above '41

FCC still found time for its routine regulatory activities despite Congressional and court developments. Its statistical unit disclosed in March that the broadcasting industry paid average salaries of $52.32 in 1942, 7% above 1941 salaries. In December FCC announced that broadcast salaries averaged $55.75 in 1943, 6.6% over 1942.

George Henry Payne was renominated an FCC member June 30 by President Roosevelt and the next day the nomination was withdrawn without official explanation.

William D. Terrell resigned Aug. 9 as chief of the FCC Field Division. He was one of the original Federal Radio Commission officials and was often called the "father of radio regulation."

In September the Commission granted WGAR Cleveland permission to move to 1220 kc, paving the way for a future 50 kw assignment.

Harry M. Plotkin became an assistant general counsel of the FCC in late December when

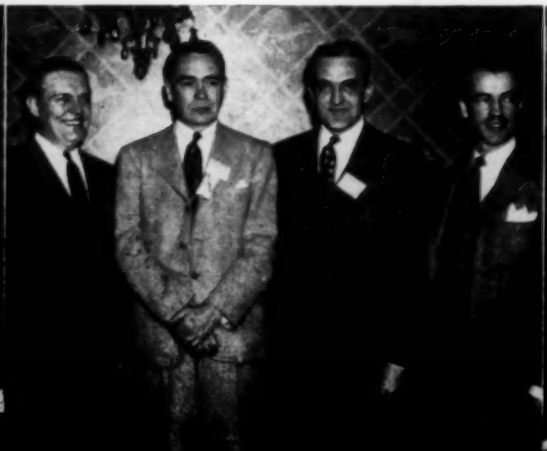
* * *

1943's NAB convention site was Chicago. Among the delegates:

LEFT PHOTO—seated, Howard Meighan (l), Radio Sales, New York; J. Kelly Smith, Radio Sales, Chicago; standing, Thad Holt (l) and Ed Norton, WAPI Birmingham.

MIDDLE PHOTO—CBS O&O managers convening in the Palmer House (l to r): Harold Fellows, WEEI Boston; Jack Van Volkenburg, WBBM Chicago; Merle Jones, KMOX St. Louis, and Carl Burkland, WTOP Washington.

RIGHT PHOTO—CBS vice presidents enjoying the conclave (l to r): Frank Stanton, New York; H. Leslie Atlass, Chicago; Donald W. Thornburgh, Hollywood.



Nathan H. David enlisted in the Navy.

The industry's trade association, NAB, was deeply tied into the war effort in 1943 after a flurry of internal bickering that had marked 1942. Willard D. Egolf became head of NAB public and industry relations, coming from KVOO Tulsa.

Mr. Egolf

In line with government wishes, the association scheduled a war conference April 27-29 in Chicago, restricting attendance. Despite 1942 dissension it had 524 members who paid $343,075 in dues. The war conference devoted much of its time to war service operations, with dissension talk at a minimum. CBS President William S. Paley called on the industry to improve program service. FCC Chairman Fly urged the industry to set up a postwar planning board. Byron Price, censorship director, praised the industry for its adherence to censorship rules but warned stations not to get "smug."

The conference discussed the AFM recording ban, but most industry officials said the ban had not yet hurt.

NAB's board met June 3-4 and called for legislative safeguards to protect radio as a free medium.

NAB Votes To Retain Miller As President

Industry elements were still talking about NAB administrative changes but the board, at an extraordinary meeting July 31, voted to retain Neville Miller as president. At the same time it set up machinery for nomination of a new president after expiration of Mr. Miller's term July 1, 1944.

Robert T. Bartley, Yankee Network vice president, joined NAB in August as war service director. NAB's code of practices came under attack in late summer when the CIO protested the ban on sale of time for controversial issues.

Huge industry promotion drive to aid sale of time to retailers was started Oct. 12 when NAB unveiled a $125,000 motion picture, "Air Force and the Retailer," in Washington. This set off a series of showings all over the country.

War service and illness took many industry leaders during 1942. Ira L. Grimshaw, NBC assistant general counsel, died Jan. 1 of a heart attack. William C. Gillespie, vice president and manager of KTUL Tulsa and supervising director of KOMA Oklahoma City, died Jan. 13 as the result of a fractured skull suffered in a fall at his home.

A radio pioneer known all through the industry, I. R. Baker, died Feb. 9 of a cerebral hemorrhage. He was in charge of RCA broadcast transmitter sales and was working on high-frequency apparatus at the time of death.

Fred D. Fleming, news editor of KLZ Denver, died March 10 of a heart attack. Lt. James L. Carroll Jr., announcer of WCSC Charleston, S. C., was killed March 12 in the crash of an Army plane.

Allan B. Miller, director of Clear Channel Broadcasting Service, died May 2 after becoming ill at the NAB War Conference.

The year 1943, second wartime year, was an eventful one as the industry continued its war service and at the same time kept business at record levels. In Washington there was much bickering between politicians and regulators, but broadcasters and government war officials cooperated completely.

1944

THERE had been many exciting years for newscasters and commentators in radio's 2½-decade history, but nothing could exceed 1944 for sheer drama and excitement.

Packed into that 12-month period were the D-Day invasion of Europe; Republican and Democratic conventions; autumn political campaigns and November elections, and the continuing campaign as U. S. troops moved eastward.

The broadcasting industry threw all its facilities into coverage of the momentous stories that unfolded during the year. As early as January networks and stations were prepared for an invasion at any time. By June 6, when troops hit the Normandy beaches, their plans were so perfect that staffs went into their routines within minutes of the first German disclosure that France had been invaded.

Operating under strict War Production Board rules governing supplies and construction of facilities, the industry obtained some relief in late January when WPB eased some of the provisions to permit limited building of facilities.

With 6,000 industry employes under arms, a non-military broadcaster in an official wartime role became one of the better publicized heroes of the worldwide conflict. That hero was R. Morris Pierce, chief engineer of the Psychological Warfare Branch, Allied Force Headquarters, who in November of the previous year had rigged up a haywire transmitter on the SOS frequency and had persuaded the Italian Navy to surrender. For this feat he received the Marconi Memorial Medal of Service from Veteran Wireless Operators Assn.

By the end of 1944 Morris Pierce again had drawn worldwide acclaim for another feat—capture of Radio Luxembourg, with its 150 kw transmitter, in mid-November.

At Office of Censorship John E. Fetzer, WKZO Kalamazoo, Mich., was named to succeed J. Harold Ryan as assistant director for radio, Mr. Ryan having been elected NAB president. Radio's wartime role again was lauded in late February by Secretary of the Treasury Henry Morgenthau.

Mr. Fetzer

The music situation continued acute as AFM musicians remained on strike against recorders and transcribers. Government war agencies became interested and the National Labor Relations Board panel decided in March that the AFM ban was a dispute interfering with the war effort and urged NLRB to use its powers to end the strike. National War Labor Board granted AFM's plea for a hearing.

In mid-June NLRB ordered AFM to withdraw its recording ban, at the same time approving the AFM fee plan for creation of an employment fund. AFM didn't comply so President Roosevelt asked President James C. Petrillo to obey the order. The AFM president refused. Finally, RCA-NBC and Columbia capitulated in mid-November to the Petrillo royalty demands, ending a strike that had lasted more than a year. AFM was loser, however, in an effort to force NBC and Blue stations in Chicago to use AFM musicians as turntable operators, NLRB awarding the decision to NABET.

Through the winter and spring months networks and stations were refining plans for coverage of the anticipated D-Day invasion of Europe. Shortly after midnight June 6 (12:37 a.m.) came the first flash tip from a Nazi source and almost immediately the broadcast coverage plans were in operation. Official announcement came in the early morning hours and broadcasting started its biggest job of spot news reporting.

Few who heard the broadcasts, or took part in them, will forget the early days of the invasion as broadcasting brought the roar of guns right into the living room. History was made in heavy chunks, and rapidly, in those tense days and every American with a radio had a front seat at the proceedings.

The government's wartime machine in Washington moved along smoothly, with a few personnel changes. George P. Ludlam succeeded Phil Cohen as director of OWI's Domestic Radio Bureau in April and Neville Miller was named deputy UNRRA chief in Cairo, Egypt.

Mr. Ludlam

While networks kept large staffs operating on the European front, Howard L. Chernoff, news director of West Virginia Network, was the first independent broadcaster accredited as a war correspondent. He left in mid-summer for the front, bringing the voices and messages of West Virginia soldiers to the folks at home.

Aside from its war coverage and service, the broadcasting industry entered the year with the knowledge that net time sales in 1943 had totaled $233.9 million, 21.8% over 1942, according to BROADCASTING. Surveys showed listening was increasing.

NBC announced in January its programs would be available to FM adjuncts of affiliate stations at no cost. CBS followed suit in a fortnight. FM Broadcasters Inc. held a convention in New York Jan. 26-27, laying plans for postwar expansion. FCC Chairman James Lawrence Fly said, "FM is of age ard has come to stay." This set in motion an active FCC campaign to boost FM.

Walter Damm Elected President of FMBI

All manufacturers promised to make sets, the FMBI delegates were told. Walter J. Damm, WTMJ Milwaukee, was elected FMBI president.

At the same time television interests were looking toward the postwar period. Television Broadcasters Assn. was formed Jan. 12 at a Chicago meeting. A fortnight later Dr. Allen B. DuMont, president of Allen B. DuMont Labs, was elected president.

Sale of WQXR New York to the New York *Times* in early February for $1.1 million was first of many 1944 station transfers. O. L. (Ted) Taylor sold minority interest in four outlets and bought KTOK Oklahoma City. KFAB Lincoln, Neb., WBBM Chicago (CBS) and WBT Charlotte, N. C., made a three-way contract in which KFAB acquired control of WBT but the deal fell through and WBT was sold to Jefferson Standard Life Insurance Co. John J. Louis, agency man, bought control of KTAR Phoenix and interest in other Arizona stations. Indianapolis *News* bought WIBC Indianapolis.

In March Marshall Field bought WJJD Chicago for $700,000. The Washington *Post* acquired WINX Washington for $500,000 in May and the Philadelphia *Bulletin* bought WPEN from the Bulova interests. Westinghouse Radio Stations bought KEX Portland from the Portland *Oregonian* and the Cowles interests acquired WHOM Jersey City. Cowles also bought WCOP Boston from Bulova and named Comr. T. A. M. Craven as vice president of the stations. Finally, Cowles swapped WMT

(Continued on page 140)

1944

(Continued from page 139)

Cedar Rapids, Iowa, for WOL Washington.

In September Marshall Field took over operation of WSAI Cincinnati, formerly owned by Crosley along with WLW Cincinnati.

An early 1944 event was February appointment of Paul Porter, assistant to the economic stabilizer, to be public relations director of the Democratic National Committee.

Niles Trammell, NBC president, announced in March that NBC's affiliation policy would apply to its television stations. Mutual network decided to tighten its rules governing commercial religious programs.

Blue network was reorganized in September into ABC network, with Chester J. LaRoche, chairman of the executive commitee, becoming vice chairman of the board and operating head. Edgar Kobak resigned Oct. 21 as executive vice president to become president of Mutual. A few weeks later he named Robert D. Swezey, Blue general counsel, as vice president of Mutual and Phillips Carlin, Blue program vice president, as MBS program vice president.

Paul Porter, after a few months with the Democratic committee, was named FCC Chairman in November. He succeeded Chairman Fly, who had resigned to enter private practice of law. Mr. Porter took office Dec. 21 after Senate confirmation.

Final personnel changes of the year were appointment of John F. Royal, of NBC, to a vice presidency in charge of television, and naming of Theodore C. Streibert to presidency of WOR New York as Alfred J. McCosker moved up to board chairmanship.

In line with oft-heard criticism of station break policies, WWJ Detroit in late November placed a ban on transcribed announcements. A few days later WJZ New York ruled out chain break spots 8-10 p.m., except time signals.

Television Broadcasters Assn. held its first convention in mid-December, calling on the industry for united TV effort. Some 750 were registered. Jack R. Poppele, WOR New York, was elected president.

Mr. Poppele

The Broadcast Measurement Bureau board held its first meeting Dec. 15, approving corporate articles and laying preliminary plans for a cooperative industry coverage service.

NAB, as industry trade association, in January culminated months of internal dissension by naming J. Harold Ryan, assistant censorship director, as president to succeed Neville Miller. In the promotion field the NAB Sales Managers Committee recommended production of an industry movie film for school and civic showings.

NAB Run by Networks, Ed Craney Charges

E. B. Craney, of Z-Bar Network, enlivened the winter scene with a charge that NAB was run by the networks and did not truly represent the industry. Mr. Craney was "unofficial attache" to the Senate Interstate Commerce Committee, writing new radio legislation.

Lewis H. Avery, NAB broadcast advertising director, announced in April that a clinic test of radio would be made at Joske's department store, San Antonio.

Mr. Ryan formally assumed the NAB presidency April 15, calling for cooperation between NAB and FCC. John Morgan Davis joined NAB during the summer as general counsel in charge of labor relations.

NAB War Conference was held Aug. 28-31 in Chicago. Creation of a radio circulation bureau was approved, with Assn. of National Advertisers and American Assn. of Advertising Agencies adding their approval in October.

In November the NAB board appropriated $75,000 to launch BMB. Final NAB action of the year was a call by President Ryan for the industry to observe radio's 25th anniversary in 1945.

FCC experienced an exciting year in 1944, dealing with such topics as multiple and newspaper ownership, allocations and programming. Starting out the year the Commission issued a tentative ruling in which it said it "tolerates" newspaper ownership of stations. Then a fortnight later the Commission did an about face, leaving the way open for newspapers to own stations and have their applications considered on individual merits. That ended a state of uncertainty that had existed since March 1941.

Ewell K. Jett, chief engineer, was nominated and confirmed as Commissioner to fill the vacancy created in mid-1943 when nomination of George Henry Payne for another term was withdrawn.

FCC announced in January that total 1942 time sales were $190,147,052. BROADCASTING'S 1942 YEARBOOK had estimated in January 1943 that total 1942 income was $191,000,000.

George P. Adair was named FCC chief engineer to succeed Mr. Jett.

Commission Suspends Duopoly Order

Another FCC perennial, the multiple ownership problem, came to the surface in April when the Commission suspended its duopoly order, originally scheduled to become effective May 31. In the television field FCC ruled in May that one company could own five video stations.

Tentative amendment was adopted in May to ease requirements on announcement of recordings and transcriptions but this was rejected in August. The FCC in August announced that frequency allocation hearings would start Sept. 28.

The censorship issue arose when a CIO local charged WHKC Columbus had not operated in the public interest when it rejected sponsored program material of the union. This charge was made as hearings began in August. NAB's code also was a CIO target.

Allocation hearings opened before the FCC Sept. 28. Radio Technical Planning Board urged setting aside of 75 FM channels in the 41-56 mc band.

FCC issued an estimated figure for station revenue in 1943, placing the total at $154,050,661. This covered stations only, and not networks.

Mr. Willoughby

John A. Willoughby was named in November as FCC assistant chief engineer in charge of the Broadcast Division. The year ended with Paul Porter sitting in the FCC chairmanship.

The House Select Committee, which had been working for months on its FCC inquiry, ran into a rebuff in January when J. Edgar Hoover, FBI director, refused to answer committee questions. He acted under Presidential orders. Eugene Garey quit as committee counsel in February, charging the investigation had become a whitewash of the FCC. John Sirica, Washington attorney, was named his successor in April.

In March the special Senate committee investigating the AFM reopened its hearing, calling for drafting of legislation to curb AFM activities.

Draft of new legislation, the White-Wheeler bill, was completed in May. This bill covered a long list of changes in FCC procedure and included a ban on sponsorship of news.

Court Upholds WJBK Against Polish Group

Only one court decision of industrywide consequence was handed down during the year. This occurred in Detroit when a county court denied petition of a Polish group to enjoin WJBK Detroit from terminating its contract with the group and taking the program off the air. The station contended the program had failed to promote unity among population groups.

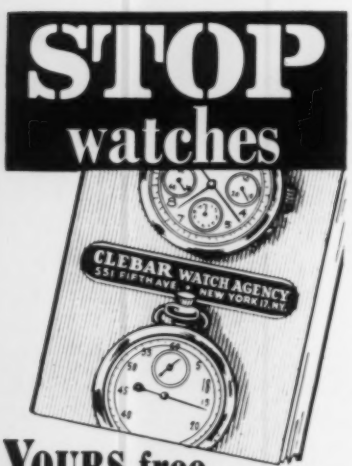
The mid-year conventions of the Republican and Democratic parties followed a few weeks after the exciting D-Day events, giving broadcasters two more major developments to report. Both conventions were covered in great detail by 300 reporters, technicians and officials. The GOP plank included a "free radio" platform. The Democratic platform made no direct mention of radio but included a free-speech clause.

An important mid-year development in the history of BROADCASTING occurred in early June when Sol Taishoff, editor and general manager, bought the 50% interest of Martin Codel, publisher, becoming with Mrs. Taishoff owner of all outstanding capital stock in the magazine. Mr. Taishoff became publisher and editor. In September Robert K. Richards, assistant chief radio censor, was named editorial director of BROADCASTING.

A number of prominent industry figures passed away during the year. Arthur H. Kudner, prominent agency man, died Feb. 18 of pneumonia. Daniel J. Danker, West Coast vice president of J. Walter Thompson Co., died July 5 of a heart attack. Three days later William A. Winterbottom, vice president and general manager of RCA Communications, died of a heart attack.

D. E. (Plug) Kendrick, president of WINN Louisville, died suddenly July 20. Richard M. Fairbanks, president of WIBC Indianapolis, died July 26 after an operation. W. E. Macfarlane, vice president of WGN Chicago, died suddenly Oct. 9 of a heart attack. Samuel W. Cook, president of WFBL Syra-

(Continued on page 142)



YOURS free...

New 1950 catalog of internationally famous Clebar stop watches. Most complete line of stop watches in America . . . for every timing purpose.

In use by the foremost industrial firms, laboratories, colleges and athletic competitions.

MAIL COUPON TODAY!

Clebar Stop Watches meet and exceed the rigid specifications of the National Bureau of Standards!

CLEBAR Watch Agency

Dept. B, 551 Fifth Ave. • N.Y. 17, N.Y.

Please rush me a FREE copy of the new 1950 catalog of the internationally known Clebar Stop Watches.

Name .....

Address .....

City ..... State .....

DO YOU REMEMBER?

BROADCASTING

860 K C — WFOX — MILWAUKEE

THEN

NOW

CHARLES J. LANPHIER
Pres. & Gen'l. Mgr.

THEN

NOW

CHARLES A. LaFORCE
Production & Continuity

THEN

NOW

ARTHUR T. JONES
News Editor

HERE are six of the WFOX Personnel who have been continuously in the broadcasting business since the first issue of BROADCASTING Magazine in 1931. . . .

Six WFOX veterans representing over 120 years of broadcasting service . . . yet not one of these six is over 41 years of age.

WFOX gives you experience, regional coverage at local rates—results unsurpassed anywhere in the country!

FROM ALL OF US TO ALL OF YOU AT BROADCASTING

"*Happy Anniversary*"

THEN

NOW

VIOLA WILSON
Comptroller

NOW

THEN

NEIL SEARLES, Sports Director

THEN

NOW

CONRAD RICE, Special Events

1945

IN RADIO'S exciting history, events tumble all over the electronic escutcheon with increasing rapidity and intensity. As a result every year was more exciting than the previous year.

Certainly 1945 was to be a year of superlatives, surpassing even the D-Day and other highspots of 1944. Of special significance was the fact that commercial broadcasting was 25 years old during the year, an event observed all during the 12 months and culminating in the first National Radio Week Nov. 4-10. That week found set makers, broadcasters, dealers and all related industries bound together in a celebration worthy of the occasion.

January 1945 was barely under way when the government banned gatherings of more than 50 persons, forcing cancellation of NAB's May convention. The broadcasting industry was operating on a wartime basis, with 30% of station personnel in uniform by early spring.

MacArthur Broadcasts Return of Philippines to Filipinos

First major U. S. victory was brought to the nation in March when Gen. MacArthur was heard in a broadcast turning over the Philippine government to Filipinos. By April peace rumors were flying and radio was alerted for the expected event. Before it could occur, the industry was saddened by the death of President Roosevelt April 12. All commercials were cancelled as the industry and nation mourned. An estimated $3 million in advertising was thrown aside in honor of the President.

One of Harry Truman's first Presidential acts was to appoint J. Leonard Reinsch, head of the Cox stations, as radio-press secretary but after newspapers protested, the post was given to Charles G. Ross, of the *St. Louis Post Dispatch*, and Mr. Reinsch returned to his business affairs with a parttime role of Presidential radio advisor.

The Nazi opposition in Europe was falling apart in May so an elaborate pooling arrangement was set up in anticipation of the peace announcement.

May 8 was V-E Day and President Truman's peace proclamation was heard on all stations at 9 a.m. Before the day ended broadcasters had cancelled a million dollars in time charges to cover the epochal event.

Voluntary censorship rules were greatly relaxed along with construction controls.

Gen. Eisenhower returned to the U. S. in mid-June, with Capt. Harry C. Butcher. From New York to Kansas he was given a triumphant celebration. At a Washington luncheon he paid tribute to commercial broadcasting as a symbol of American freedom.

When James F. Byrnes became Secretary of State in July he named Walter J. Brown, WSPA Spartanburg, S. C., as special assistant.

At 7 p.m. August 14, President Truman announced Japan had accepted surrender terms and broadcasters repeated their performance of V-E Day. A special White House broadcast was staged at 7:30 p.m., with high government officials taking part. The idea came from the White House itself. As the program was closing President Truman entered the room and voiced his congratulations, saying he had been listening on his radio.

Through the night networks and stations brought comprehensive coverage to listeners. In contrast, British Broadcasting Corp. read the surrender terms and promptly shut off its national service for the night after only a seven-minute program.

Office of War Information Abolished by Truman

President Truman abolished Office of War Information Aug. 30.

Mr. Brown left the State Dept. in December, returning to WSPA Spartanburg. Office of Price Administration issued its first postwar price ceilings for radio sets in September.

The broadcasting industry, with commercial business at record levels, faced the year confidently. The BROADCASTING YEARBOOK estimated 1944 net time sales at $285 million, 25% above the $228 million in 1943.

With the industry immersed in plans to set up a system of uniform coverage measurement, Hugh Feltis, of KFAB Lincoln, Neb., was named executive head of Broadcast Measurement Bureau.

In the technical field, RCA announced it had developed a TV transmitter tube that would develop 5 kw at 300 mc.

National War Labor Board ruled in January that WMAL Washington must pay fixed fees to announcers for commercials. With the European war moving along nicely, station sales became common talk. First major transfer was that of WINS New York, sold to Crosley for $1.7 million. A few days later WQAM Miami was sold to the Miami *News* and WBYN Brooklyn to the Newark *News*.

Jefferson Standard Buys WBT, Strauss & Blosser Get KHQ

Jefferson Standard Life Insurance Co. bought WBT Charlotte for $1.5 million and Straus & Blosser, Chicago brokers, bought KHQ Spokane for $850,000.

Early in the year WJZ New York, ABC key, banned transcribed shows from 8:30 a.m. to midnight. In February James C. Petrillo, AFM president, placed a ban on musical performances for television. NBC dropped middle commercials from newscasts in June.

Robert D. Swezey was moved up to the general managership of Mutual network. CBS named Vice President Frank Stanton general manager and director; Joseph H. Ream, vice president-secretary, was named a director as was Frank K. White, vice president-treasurer. Comdr. Mefford R. Runyon, a vice president on war leave, resigned from the board to become executive vice president of Columbia Recording Corp.

Crosley Corp. (WLW Cincinnati, WINS New York), was sold to Aviation Corp. for $22 million in late June. CBS acquired KQW San Francisco for $950,000.

Paul F. Peter, NAB research director, joined BMB as executive secretary and John Churchill, CBS research director, took a similar BMB post. Art King resigned from Office of Censorship to become managing editor of BROADCASTING.

The *Washington Post* (WINX) bought the experimental FM station operated in Washington by Jansky & Bailey, consultants. A fall business roundup by BROADCASTING indicated time sales would set new records.

In late July Howard Lane was named general manager of the Field Enterprises' radio division. A new development in broadcast transmission was first disclosed in early August by BROADCASTING. It was Stratovision, developed by Westinghouse to provide radio networking through use of high-flying airplanes.

An historic event of mid-summer was a statement of confidence in the U.S. broadcasting industry by President Truman. In a letter to Sol Taishoff, editor and publisher of BROADCASTING, the President said radio was in good hands and must be maintained as free as the press.

It marked the President's first radio expression since assuming office in April.

Kirby Leads Tour Of European Radio Facilities

A group of 10 broadcasting and four trade paper executives took off by plane Aug. 11 for an inspection of European broadcast facilities. Col. E. M. Kirby led the expedition.

Mark Woods, as ABC president, assumed active direction of the network in September. When William Benton became Assistant Secretary of State, Subscription Radio folded. Mr. Benton had headed that branch of Muzak.

First station sale of the autumn was that of WFIL Philadelphia, transferred by Lit Brothers to Philadelphia *Inquirer* for $1 million. The Boston *Herald Traveler* bought WHDH Boston for $850,000 from Matheson Radio Co. The Spokane *Chronicle* bought KHQ for $1.3 million.

National Radio Week observance in November directed the nation's attention to the industry's quarter-century of achievements. During the week BROADCASTING unveiled a series of four mural paintings by W. B. McGill, advertising manager of Westinghouse Radio

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1944

(Continued from page 140)

cuse, died Nov. 8. Ernest H. Gager, chief engineer of KYW Philadelphia, died Nov. 19.

Through 12 months of turmoil arising out of regulatory and legislative developments the broadcasting industry achieved an outstanding record of public service as it covered the major domestic and international events. The autumn weeks were spiced by bitter Presidential campaigning, in which candidates used the radio medium heavily and successfully. And when President Roosevelt was renominated for a fourth term, the entire nation heard the returns as networks and stations put them on the air.

The dark days of December brought the Battle of the Bulge as American troops fought their way out of the war's last serious European crisis. Again the nation followed the fighting by radio, finally hearing the cheering news as Nazi foes were driven back.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3436

COMMERCIAL RADIO
Monitoring Company
PRECISION FREQUENCY MEASUREMENTS
Engineer On Duty All Night Every Night
PHONE JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

USED BY EFFICIENCY-CONSCIOUS BROADCASTERS-THROUGHOUT THE WORLD! Andrew phasing and tuning equipment
Andrew CORPORATION

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
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1339 Wisconsin Ave., N. W.
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*Member AFCCE**

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
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A 43-year background
—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
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GEORGE C. DAVIS
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Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
*Member AFCCE**

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
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CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6513

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
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McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
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RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
*Member AFCCE**

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
REpublic 7236

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
1728 Wood St. 4742 W. Ruffner
*Member AFCCE**

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
*Member AFCCE**

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
*Member AFCCE**

KEAR & KENNEDY
1703 K ST., N. W. STERLING 7932
WASHINGTON, D. C.
*Member AFCCE**

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
*Member AFCCE**

GUY C. HUTCHESON
1100 W. ABRAM ST. AR 4-8721
ARLINGTON, TEXAS

A. R. Bitter
CONSULTING RADIO ENGINEER
4125 Monroe Street
TOLEDO 13, OHIO
Telephone—Kingswood 7631

SILLIMAN & BARCLAY
1011 New Hampshire Ave. RE. 6646
Washington, D. C.
2915 Red River 2-5055
Austin, Texas

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
EXecutive 5851 1833 M STREET, N. W.
EXecutive 1230 WASHINGTON 6, D. C.

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road — Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
18 Grand St., New Rochelle, N. Y.
New Rochelle 6-1620

*Member AFCCE**

1945

(Continued from page 142)

Stations Inc., depicting progress of the broadcasting art.

Just before Christmas the industry received a gift from AFM President Petrillo in the form of a demand that all network affiliates employ musicians.

Lt. Col. John S. Hayes left the Army in December to accept appointment as manager of WQXR and WQXQ (FM) New York.

Mr. Hayes

The regulatory year 1945 also was an active one as the FCC went into AM, FM and TV assignments In January FCC proposed to place FM in the 84-102 mc band and give TV 12 channels between 44 and 212 mc. That started a stampede of protests, followed a few weeks later by setting May 9 as date to start a clear-channel hearing, later deferred to September. That issue, incidentally, hasn't yet been decided.

Charles R. Denny, general counsel, was nominated in March to succeed Comr. T. A. M. Craven on the FCC. In June William Henry Wills, ex-governor of Vermont, was nominated to succeed Norman S. Case, who entered law practice on expiration of his term.

In April FCC refused to renew the license of WOKO Albany, N.Y., charging hidden ownership.

WKHC Cited for Refusing To Sell Time to CIO

Proposed FM and TV allocations, with alternatives, were submitted by FCC May 17, and in July FM was moved to the 88-106 mc band. A July proceeding that drew wide attention was the citing of WHKC Columbus for refusal to sell CIO time for controversial issue discussions.

Sale of Crosley stations to Avco was approved in August by a 4-3 vote. A few days later FCC announced the freeze on station construction would end in October and the rules covering station financial reports were strengthened.

Station assignments for the 92-108 mc commercial FM band were adopted in mid-September, followed by a 13-channel TV allocation plan. Through the autumn FCC issued AM and FM permits in large numbers. FCC's accounting department found 865 broadcast stations had $194,228,101 in broadcast revenues during 1944.

Technical standards for FM were announced in October and Stratovision tests were sanctioned. A new TV allocation scheme was announced in late November.

An FCC survey of farm areas showed that rural people like U.S. radio. Rules for commercial TV stations were finally adopted in early December. Number of authorized AM stations reached the 1,000 mark in December.

THE WHITE HOUSE
WASHINGTON

July 3, 1945

Dear Mr. Taishoff:

In my opinion, the free voice of radio never has faced a more important challenge in its 25-year history than that which lies before it now as Allied weapons are turned upon the last enemy of liberty. Broadcasters must direct their energies in the future, as they have so nobly in the past, toward the liquidation of all resistance to the principles upon which their own free charter is founded.

Our lawmakers demonstrated admirable foresight by decreeing that America, as the birthplace of radio, should have a free, competitive system, unfettered by artificial barriers and regulated only as to the laws of nature and the limitation of facilities. That this system has worked is demonstrated by radio's remarkable strides as a public service medium. The wisdom of that original policy, moreover, is reflected in radio's quick transition to full-fledged war service -- a task yet unfinished. Since Pearl Harbor, American radio has written its own Magna Charta. But beyond the day of final victory there lie myriad problems.

Radio, with the press, must give inspired leadership and lend its facilities to making more intimate and workable the relationship between the people and the Government. For radio itself there are challenging days ahead. New services are in the offing -- services such as television and FM broadcasting, which will open new vistas of opportunity for public service.

American radio is in good hands. With many hundreds of new stations possible by virtue of the opening of these new frontiers by our scientists and engineers, the free competition of the present will become even freer.

The American system has worked and must keep working. Regulation by natural forces of competition, even with obvious concomitant shortcomings, is to be preferred over rigid Governmental regulation of a medium that by its very nature must be maintained as free as the press.

I salute America's broadcasters who have been, in their fashion, warriors for our common purpose and solicit their continued zeal in the cause of freedom and decency.

Very sincerely yours,

Harry Truman

Mr. Sol Taishoff,
Editor and Publisher,
Broadcasting Magazine,
870 National Press Building,
Washington 4, D. C.

For NAB the year was highly eventful, starting with cancellation of the annual convention. District meetings were held, as usual, during the early months of the year, featuring endorsement of BMB as well as pledging of financial support. The NAB board at a March meeting urged abolition of hitch-hiker and cow-catcher announcements.

Mr. Willard

Two months later the board named a new committee with broad powers to select a permanent president. This committee on July 14 named Justin Miller of the U. S. Court of Appeals, District of Columbia, as president with a five-year $50,000-a-year contract. A few days later the board named A. D. Willard Jr., of WBT Charlotte, as executive vice president. The board abolished the code of ethics and adopted standards of practice which did not distinguish between commercial and sustaining time for discussion of public issues, a code clause that had drawn harsh comments from FCC.

Westinghouse Radio Stations Inc. withdrew from NAB in late summer, dissatisfied with conduct of association affairs and irked because it felt an NAB broadcasting chronology had not given proper recognition to the 1920 broadcast of KDKA Pittsburgh.

Frank E. Pellegrin returned from the Army to his broadcast advertising directorship at NAB. His wartime successor, Lewis H. Avery, entered the national representative field, forming Avery-Knodel Inc.

Official Washington joined industry leaders at the Oct. 1-2 induction of Judge Miller as NAB president. The NAB board took part in the ceremonies. The board arranged for absorption of FM Broadcasters Inc. into NAB. Later Robert T. Bartley was named to head the NAB FM Dept.

Industry leaders met with Judge Miller in November to consider the increasingly serious music situation. NAB set up the Small Market Stations Division in mid-November under J. Allen Brown, of WFOY St. Augustine, Fla. Winding up the NAB year was approval of a standard agency contract form.

After the active 1944 series of hearings and charges and counter-charges, 1945 was relatively quiet on Capitol Hill. The House Select Committee closed two years of hearings in January with a series of sweeping charges that added up to proposed changes in the Communications Act.

Senate Radio Gallery Opened by President

President Truman formally opened the new Senate Radio Gallery Nov. 7, taking an active part in the ceremonies.

The judicial year had several high spots. In January Cecil B. DeMille lost his court fight to prevent AFRA from suspending him for failure to pay a $1 election assessment.

In June the U.S. Supreme Court ruled that the FCC must decide the ownership case involving WOW Inc., Omaha, and Woodmen of the World Life Insurance Co. The U.S. Court of Appeals, 2d District, ruled in July that networks must recognize certification by the National Labor Relations Board of NABET as bargaining agent for platter turners.

The Supreme Court held in December that FCC must hold hearings where applications are mutually exclusive.

A number of leading industry figures died in 1945. George Henry Payne, former FCC Commissioner, died March 3. Victor H. Hanson, owner of WSGN Birmingham, died March 13. Joseph V. Connolly, president of King Features Syndicate, died April 23. Dr. George W. Young, founder of WDGY Minneapolis, died April 27. A member of the original Federal Radio Commission, Judge Eugene O. Sykes, died June 21 of a heart condition, and James H. Hanley, who served two years on FRC, died July 9. Walter J. Neff, partner in the advertising agency of Neff-Rogow and at one time WOR New York sales manager, died Dec. 9.

As the year came to a close the industry was fast returning to normal operations. FCC was swamped with AM, FM and TV applications after disposing of the

(Continued on page 146)

XUM

GREATER NEW YORK'S
FAVORITE STATION FOR
MUSIC AND NEWS
WNEW
1130 on your dial
ON THE AIR 24 HOURS A DAY

AT DEDICATION of WLEE Richmond, Va., in 1945, timebuyers turned the tables by presenting President Thomas G. Tinsley (also president of WITH Baltimore), their host, with a desk set. Mr. Tinsley had chartered a plane to fly the group from New York to Richmond. Present were, front row (l to r) Roland Van Nostrand, Benton & Bowles; R. C. (Jake) Embry, vice president, WLEE; Mr. Tinsley; Irvin G. Abeloff, WLEE general manager; Frank Silvernail, BBDO; Frank Haas, Erwin, Wasey & Co.; Carlos Franco, Young & Rubicam. Back row: Fritz Snyder, Betty Powell, Biow Co.; Gordon Mills, Arthur Kudner Inc.; Vera Brennan, Duane Jones Co.; Jack Allison, Headley-Reed Co., WITH-WLEE representative; Mary Dunlavey, Pedlar & Ryan; Chester Slaybaugh, Morse International; Gertrude Scanlan, BBDO; Frank Hayes, Headley-Reed; Linnea Nelson, J. Walter Thompson; William C. Dekker, McCann-Erickson; Bea Gumbinner, Lawrence C. Gumbinner Adv. Agency; Frank Headley, Headley-Reed; Betty Barrett, Donahue & Coe.

1945

(Continued from page 144)

basic frequency allocation task. NAB was running smoothly with the aid of a new administration.

Never before had broadcasting lived through a war. The industry's record had commanded widespread recognition as networks and stations supported the war effort loyally and enthusiastically. The war over, broadcasting looked ahead to 12 months in which the noise of guns and shackling rules of wartime operation would be lacking for the first time in several years.

1946

THE FIRST full peacetime year since 1940 forcefully reminded broadcasters that they lived in an industry with more problems to the square inch than most any segment of the American economy.

With laboratories and factories once again in non-war pursuits, technical problems came to the fore early in the year. The noise of New Year's Eve celebrations had scarcely faded when Zenith Radio Corp. went to the FCC to protest moving of FM "upstairs" to the 88-108 mc band.

Television—especially with color—was to be a 12-month worry. James C. Petrillo and the AFM, irked by legislation, retaliated with strike threats and other maneuvers designed to keep broadcasters off balance. NAB completed its staffing and moved toward the first convention since 1944.

In early January CBS promoted President William S. Paley to the board chairmanship. Paul Kesten moved to vice chairman, Frank Stanton became president and Adrian Murphy vice president. Later in the year Mr. Kesten resigned to serve in a consulting capacity. Earl H. Gammons, Washington director, and Howard S. Meighan, station director, advanced to CBS vice presidencies in the autumn.

Mr. Gammons

Mr. Kesten

NBC realigned its staff in February, naming Roy C. Witmer staff vice president. Harry C. Kopf took Mr. Witmer's sales vice presidency. Later in the year William F. Brooks and Ken R. Dyke were elected to vice presidencies.

ABC and MBS also went through top echelon reorganizations. ABC in November named Robert E. Kintner executive vice president and Joseph A. McDonald vice president. A. A. Schechter and Esterly Page were named to MBS vice presidencies in the spring.

Gloom hovered over the industry as spring approached because of a ban on all construction, handed down by Civilian Production Administration. Girded for vast expansion, the industry found itself limited to buildings costing less than $1,000.

With the war over, spring brought a recurrence of the annual daylight saving time headache. ABC decided to adopt an intricate plan of recording programs and feeding them to stations in various areas. While it was working out this project the company announced a plan to sell stock to the public. Purpose of this securities project was revealed in part when the network announced in May it was buying WXYZ Detroit and WOOD Grand Rapids along with Michigan Radio Network for $3,650,000.

Leo J. Fitzpatrick, WJR Detroit vice president and general manager and an industry pioneer, resigned from the station in May. Three months later he bought controlling interest in WGR Buffalo.

Business-wise the industry had started the year with knowledge that 1945 net time sales had totaled $310,450,000, according to the BROADCASTING YEARBOOK. This was a gain of 7.3% for the year. Eleven months later FCC announced its 1945 income report. This amounted to $310,484,000, within a fraction of 1% of the BROADCASTING estimate.

Census Bureau figures compiled during the spring months showed the number of radio homes in 1945 was 33,998,000 compared to 28,847,000 in 1940, with 90.4% homes, and 76.2% of farms having sets. In June Broadcast Measurement Bureau announced that 95.2% of urban homes had radios, 87.4% of rural non-farm homes and 76.2% of farm homes. Cooperative Analysis of Broadcasting, which had measured program audiences for more than a decade, was abandoned effective July 31, with C. E. Hooper Inc. continuing to supply program reports to CAB subscribers.

Mixed Reception Meets BMB Station Coverage Figures

BMB's station coverage figures met a mixed reception, which flared out at the NAB convention in October and led to an NAB board demand that BMB's board prove value of the statistics.

While the research situation had its flurries, the extent of radio's coverage was appreciated as never before. President Truman took advantage of this medium May 24 when all railroads were on strike. The Chief Executive addressed the nation by radio and laid groundwork for a settlement as well as mobilizing the nation in case a prolonged strike might develop.

The vast U. S. audience heard the June 30 atom bomb experimental blast at Bikini, in the Pacific, though the program was marred by faulty Navy arrangements. The second blast four weeks later was handled smoothly and the world got a thrill as the bomb was detonated.

A major research project conducted outside the industry but on its behalf showed that three out of five listeners prefer programs with advertising. The finding came out of an extensive study conducted by National Opinion Research Center.

Despite criticism of the BMB coverage figures, BMB's board voted in the autumn to conduct a second study in 1948.

The year provided broadcasting with one of its alltime headaches—FCC's "Public Service Responsibilities of Broadcast Licensees," better known as the "Blue Book." In this 139-page document, issued March 7, the Commission put broadcasters on the spot by asserting and suggesting vast powers over broadcast programs.

Industry Joins in Opposition To FCC 'Blue Book'

Reaction was violent from industry circles, starting a series of battles whose reverberations are still heard from time to time. NAB shouted its anger, joined by broadcasters everywhere. BROADCASTING ran a series of articles and editorials dissecting the document.

The "Blue Book" was a cruel blow at industry freedom but it was met by an expression of confidence in the industry by President Truman, who received NAB's board at the White House May 9. The President reiterated his belief that radio must be kept as free as the press and added "there must be complete freedom of radio."

FCC held hearings in January, originally slated the previous May 9, on the clear channel question but the matter dragged through the year without decision. The Zenith protest against shift of FM to 88-108 mc was reviewed at a January hearing but the protest was denied.

Paul Porter, FCC Chairman, left in February to join the Office of Price Administration, with Charles R. Denny becoming Acting Chairman. Comr. William H. Wills died in March of a heart attack. Rosel Hyde, general counsel, was nominated for the post and Bene-

(Continued on page 148)

IS YOUR RADIO BUDGET FLYING BLIND?

N
W BMB E
S

It's easy to stay on the beam in radio today when you have all the facts about audience and coverage and can make station selections to coincide with your distribution areas. As the authorized servicing agency for the B M B data, STATISTICAL can give you complete tabulations of radio station coverage pertaining to your market or any part of it. Audience figures* can be furnished for any combination of stations you choose, showing a breakdown by territories, distribution areas, and so forth. You don't have to guess how to invest your radio dollar to get maximum results. STATISTICAL can prepare tabulations that will match radio coverage with your trading area. STATISTICAL offers the largest independent punched-card tabulating service in the country and can prepare these studies for you, utilizing the vast amount of data compiled for B M B.

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Chicago *Newark* *St. Louis*

1946

(Continued from page 146)

dict P. Cottone became general counsel.

Only charter member of the FCC, Comr. Paul A. Walker, was renominated in May for a third term. Acting Chairman Denny became Chairman in December.

FCC revised its clear-channel daytime policy in June, with Clear Channel Broadcasting Service claiming the change opened the way to breach clear channels. In October CCBS drafted a plan to provide 20 clear stations having 750 kw power. The Commission announced in mid-summer it was revising hearing procedure under the Administrative Procedure Act.

Flooded with applications, the Commission by July had granted 221 standard broadcast stations, augmented by 456 FM and 30 TV grants. Many applications remained so the Commission set up a "processing line."

In mid-summer FCC announced it would not issue an "advisory opinion" on legality of the *Pot O' Gold* contest. It approved transfer of WINS New York from Hearst Radio to Crosley Corp., of which James D. Shouse was president.

A momentous summer decision by the FCC denied petition of Robert Harold Scott, atheist, for revocation of licenses of three San Francisco stations but said "freedom of religious belief necessarily carries with it freedom to disbelieve."

Sen. Charles W. Tobey (R-N. H.) on July 26 introduced a resolution proposing investigation of the FCC's FM allocations.

A "Blue Book" reaction developed when Drew Pearson and Robert S. Allen, newspapermen, applied for the facility of WBAL Baltimore.

As the regulatory year closed, FCC eased the rule governing recordings to permit one-minute-or-less spots without identifying announcement. Last act of 1946 was to order networks to report on sustaining programs, under "Blue Book" specifications.

Besides regulatory headaches, the broadcasting industry was constantly badgered during the year by AFM jockeying. NAB's board in the opening days of the year ordered President Justin Miller to ask President Petrillo, of the AFM, for a conference. Judge Miller appeared before the AFM board Jan. 18 and agreement was reached for an AFM-industry meeting within a few weeks.

AFM suffered a setback in February when the House voted the Lea Act 222-43. This bill was aimed directly at AFM featherbedding. The bill passed the Senate and became law April 16. Less than a month later Mr. Petrillo ordered musicians not to play for FM and AM simultaneously unless they received double pay. At the AFM convention in June he demanded a court test of the Lea Act and carried through by ordering WAAF Chicago to double its music staff and then calling a strike.

Judge Miller in late May called on Mr. Petrillo to quit stalling and live up to his promise to negotiate. The union head was placed under $1,000 bond June 17 on charges of violating the Lea Act. The government charged in Federal court that Mr. Petrillo had violated the Lea Act as well as other laws, in calling the WAAF strike.

Rep. Lea

Within a month Mr. Petrillo demanded increases up to 500% from transcription companies, giving only 24 hours to comply. The transcribers agreed to pay a substantial wage increase.

Judge Walter LaBuy held Dec. 2 that the Lea Act was unconstitutional, a decision that was later to go to the U. S. Supreme Court. The highest court, incidentally, Dec. 9 upheld FCC's denial of the WOKO Albany license renewal.

An important development on Capitol Hill was the defeat of Burton K. Wheeler, chairman of the Senate Interstate Commerce Committee, in the Montana primaries. His successor was to be Sen. Edwin C. Johnson (D-Col.).

Technical progress in the electronic arts, and removal of wartime restrictions, combined to enliven 1946. Spectacular development of late January was the achievement of Lt. Col. John H. DeWitt, WSM Nashville, in shooting the moon via radar. The event commanded worldwide attention.

CBS Sees Color TV Within One Year

CBS declared in early February that color television would be feasible within a year. By September the network had successfully transmitted live color television programs and it asked FCC to authorize UHF commercial color. FCC started hearings late in the year.

First New York-Washington telecast was carried by coaxial cable in February. A few days later Westinghouse announced that it had transmitted usable Stratovision signals 225 miles. RCA in March demonstrated airborne television around Washington and predicted military and commercial advantages. W. G. H. Finch and Radio Inventions each demonstrated high-speed facsimile.

Television had one of its bigger moments June 19 when the Louis-Conn fight was telecast and carried on the cable.

TV's progress was shown at the Television Broadcasters Assn. convention Oct. 11 in New York, with prediction made that a nationwide TV network would be operating by 1951.

RCA joined the color parade Oct. 30 by demonstrating electronic color at its Princeton laboratory, in contrast to the rotating-disc scanning system shown by CBS. DuMont showed a trick of its own by transmitting television over a light beam.

NAB had music troubles during the year as well as legal and regulatory crises, but it went ahead with the job of rebuilding the association under Judge Miller. Don Petty was named general counsel, Lee Hart assistant director of broadcast advertising and Dr. Kenneth H. Baker research director. A large new building was acquired in May as Washington headquarters. The board voted to set up a program department.

Edward J. Heffrom became public relations head and James L. Middlebrook was named engineering director. Mr. Middlebrook resigned late in the year to join ABC. Richard P. Doherty was appointed employe-employer relations director.

NAB Meet Sets Plans For 'New Era' in Radio

First convention in two years was held Oct. 21-26 at Chicago, with the association having 1,100 members. Plans were laid for the "new era" in broadcasting. As the year ended Judge Miller proposed a legislative program in which powers of the FCC would be more clearly defined.

FM Assn. was taking shape after an FM committee had been formed at the convention and the first convention was planned for Jan. 10, 1947.

On the international side, broadcasters met a reverse early in 1946 when the North American Regional Broadcasting Agreement, expiring March 29, was renewed. Industry sources provided many protests over concessions to other North American nations, particularly Cuba. The renewal was for three years.

An innovation in industry affairs was the first BROADCASTING TRENDS poll in which station, network, agency advertiser and other groups were asked their opinions on current industry problems. The first poll, released in November, showed that listeners do more to improve agencies than those who buy time, that program service was adequate and that four out of five station mangers felt their stations needed improvement.

All during the year AFRA had had been threatening to strike. Negotiations with networks made progress and an agreement was near in early December but AFRA negotiators suddenly walked out of the meeting and arbitration efforts were suspended.

The obituary column for the year included W. H. Cowles, KHQ Spokane and *Spokane Chronicle*. Jan. 15; George W. Smith, Fort

(Continued on page 152)

SUNSHINE LAUNDRY
SAINT LOUIS

Mr. L. A. Benson, President,
Radio Station WIL,
St. Louis, Mo.

My Dear Mr. Benson:

A crew of five men whom we have had out interrogating housewives concerning their radio listening habits have reported such an interesting situation as regards Radio Station WIL, that I feel I should inform you of it.

To our very great surprise, we found that approximately 90 per cent of these households know of our musical program on your station and listen to it. We would not believe this to be true, unless it had been reported to us by our own men, after a very careful survey of some 10,000 homes.

This, we feel, is one of the reasons why the Sunshine Laundry has not been affected by the financial interlude, as have other firms in our line. In fact, our business is maintaining the same volume today as we were experiencing during the "boom" days.....certainly one of the few instances of its kind among the laundry businesses of the Middle West.

Thanking you very kindly for the friendly, cooperative spirit you have always shown, I am,

Sincerely yours,
Charles W. Weal
Pres.

• • • your clients, too, will be Just as Happy with W·I·L

MYCALEX

MINIATURE TUBE SOCKETS

7-PIN and 9-PIN . . . and SUBMINIATURES

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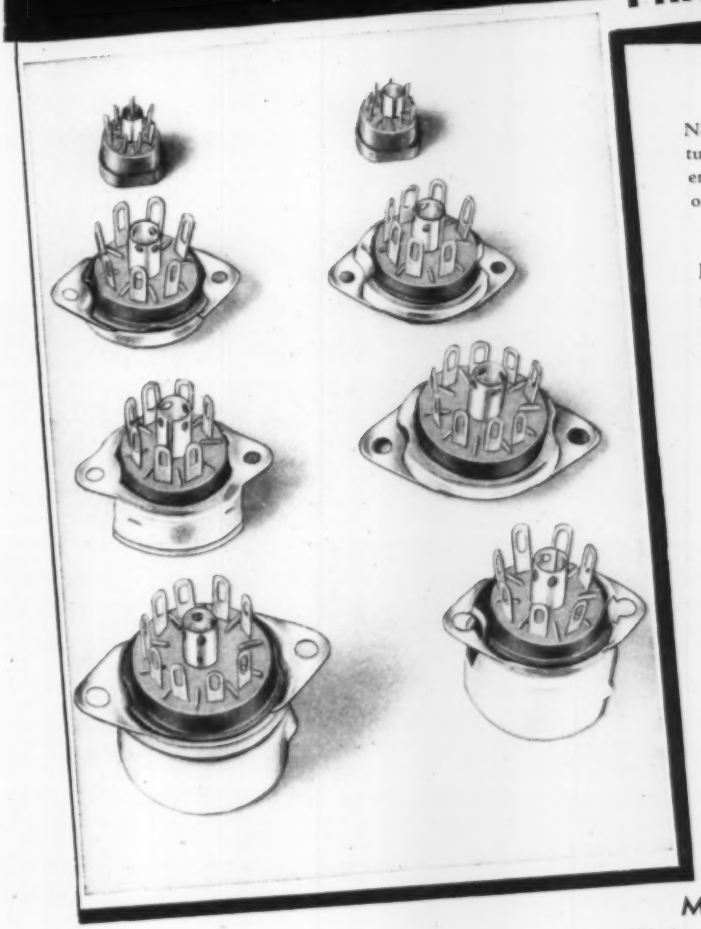

Now MYCALEX offers both 7-pin and 9-pin miniature tube sockets . . . with superior low loss insulating properties, at prices that offer ceramic quality for the cost of phenolics.

MYCALEX miniature tube sockets are injection moulded with precision that affords uniformity and extremely close tolerances. MYCALEX insulation has high dielectric strength, very low dielectric loss, high arc resistance and great dimensional stability.

Produced in two grades: MYCALEX 410 conforms to Grade L4 specifications, having a loss factor of only .015 at 1 MC. It is priced comparably with mica filled phenolics.

MYCALEX 410X is for applications where low cost of parts is vital. It has a loss factor only one-fourth that of "everyday" quality insulating materials, and a cost no greater.

Prices gladly quoted on your specific requirements. Samples and data sheets by return mail. Our engineers will cooperate in solving your problems of design and cost.

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MYCALEX
THE INSULATOR
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KMOX
ST. LOUIS •

KEY STATION OF THE MISSISSIPPI VALLEY

50,000 watts

• Advertisers are now making reservations for 1932. No evening time is available for the remainder of this year. A few choice morning and afternoon periods for the balance of 1931 are now available for early reservation.

KMOX • is located at the most strategic point in the United States. KMOX broadcasts from the center—not the rim.

KMOX • with its 50,000 watt transmitter on a cleared channel, is heard regularly throughout the entire Mississippi Valley. (Write for the KMOX Listening Area Map, measuring its *minimum* habitual audience).

KMOX • dominates its immediate district. It is the only radio station capable of providing full time reception to listeners in St. Louis and its trade territory.

KMOX • maintains the finest network program standard 18 hours a day, insuring for its audience the best radio entertainment and special broadcasts.

THE VOICE OF ST. LOUIS, INC.

OPERATING **KMOX**

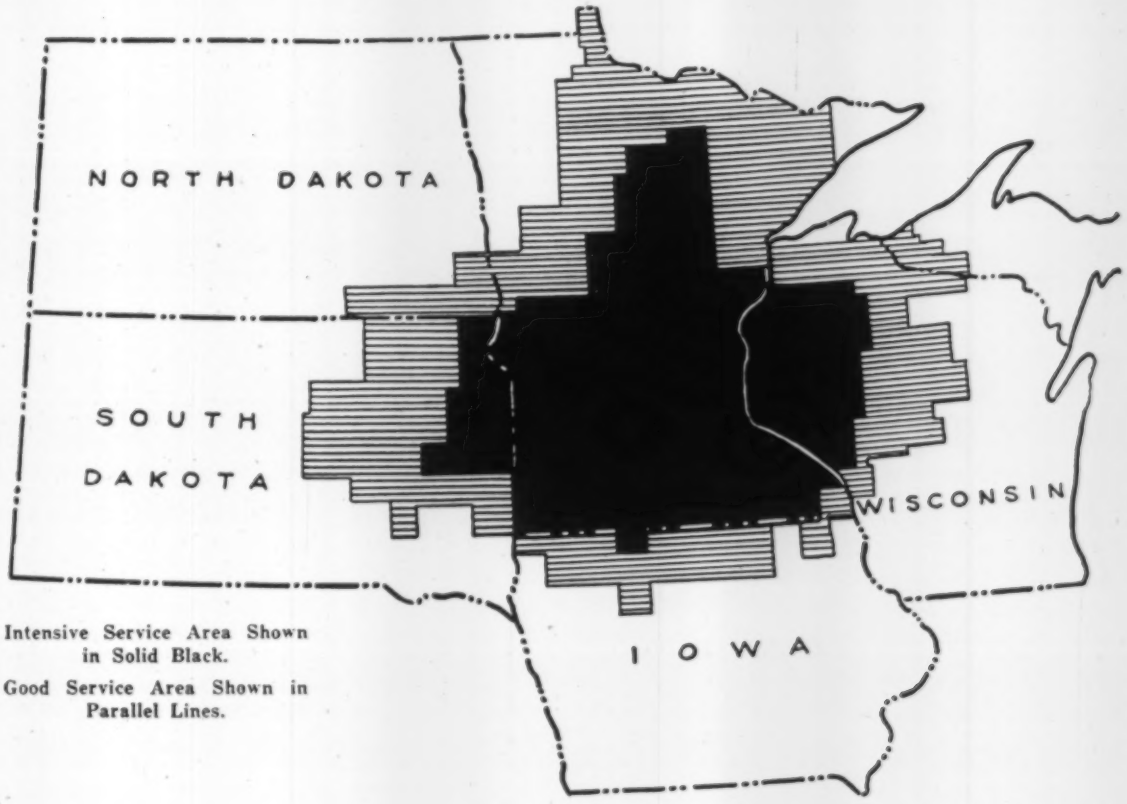
50,000 Watts • 1090 Kilocycles • 275.1 Meters

Studios and Offices: Mart Building, St. Louis, Mo.
Transmitter: Baumgartner Road, St. Louis County

BASIC STATION OF THE COLUMBIA BROADCASTING SYSTEM

MINNEAPOLIS **WCCO** SAINT PAUL

Cleared Channel -- 810 Kilocycles



Intensive Service Area Shown in Solid Black.

Good Service Area Shown in Parallel Lines.

$0.00052

Half an hour's evening time on WCCO at the general one-time rate, costs fifty-two-one-thousandths of a cent for each receiving set in WCCO's demonstrated intensive and good service area.

414,130

Receiving sets are in this good service area, as shown on the map. In the intensive service area there are 283,551 sets.

A 2-Cent Stamp

Covers the cost of delivering a half-hour's evening program from WCCO, normal talent cost included, to twenty-five receiving sets in the intensive and good service area.

The foregoing figures are based on the following factors:

1. The recent survey made by WCCO to determine its area of dependable service, full details of which are available on application.
2. The United States Census Bureau's 1930 figures for radio receiving sets in homes.
3. WCCO's published rate card.

What other medium can offer such wide regional coverage at so small a cost?

NORTHWESTERN BROADCASTING, *Inc.*

H. A. BELLOWS, Pres. Offices: Nicollet Hotel, Minneapolis E. H. GAMMONS, Vice Pres.

1946

(Continued from page 148)

Industry Co. vice president, May 9; Harry Tennyson, FCC Accounting Dept. assistant director, July 11; George B. Porter, radio attorney, Aug. 11; William C. Alcorn, WBNX New York vice president, Aug. 28; Jack Powers, co-owner of KUTA Salt Lake City, Aug. 31; George Washington Hill, president of American Tobacco Co., Sept. 13; C. Marion Dobyns, owner of KGER Long Beach, Calif., Oct. 15; Julian Price, board chairman, Jefferson Standard Life Insurance Co., Oct. 25; Earl E. May, owner of KMA Shenandoah, Iowa, Dec. 18.

That first full postwar year had opened with important regulatory, technical and commercial problems. It closed on a color television note, backed up by a blue tint arising from FCC's program supervision.

Ex-FCC Chairman Paul Porter left OPA Nov. 29 to head a U. S. mission to Greece, with rank of ambassador.

Station sales during the year included WCAU to the *Philadelphia Record* for $6 million, a transfer that received FCC approval, and acquisition of interest in WIND Chicago by John S. Knight, publisher of the *Chicago Daily News*.

Looking ahead, broadcasters were given a BROADCASTING prediction that gross revenues would continue upward but net income might drop.

1947

RADIO's second post war year, 1947, found the medium continuing the healthy growth that characterizes its entire history. Net time sales in 1947 were estimated by BROADCASTING at $356,690,000, a gain of 7.5% over 1946.

At the same time the total number of stations in the United States was rising from 1,520 when the year began to 1,962 as it ended, only a few stations short of the record 516 stations which had gone on the air the year before. Of these stations 374 were FM and 19 TV. ABC ended 1947 with 265 stations, CBS with 174, MBS, 488, and NBC with 167.

Radio homes reached a new high of 35 million, according to a Nielsen survey reported by CBS early in April. Listening for these radio homes was reported at 150 million hours each day. At the end of the year the number of radios in the United States stood at 66 million, a notable increase over the 60 million sets reported at the beginning of the year and partly attributable to the NAB-RMA "radio in every room campaign" which was launched in February.

Local advertising was the outstanding leader in 1947 with an increase of 16.6% over the preceding year. For the first time in history local sales of $135,750,000 exceeded national network sales which totaled $125,450,000 for the year. The network figure was a loss of 1.1% from the total in 1946.

FCC Announces Freeze On Filing New Applications

While radio business was showing such a satisfactory gain the FCC chalked up one of its busiest periods. Faced with a flood of work at the beginning of the year a freeze on filing of new applications was announced Feb. 7. During the last week before the deadline some 325 AM applications were filed for new or improved facilities, making a total of 1,200 such applications in the hands of the FCC as it went into the freeze. In addition the FCC had 250 FM and 13 TV applications on file. At the time the war-time freeze was lifted in 1945 there were 1,300 AM, FM and TV applications on hand.

The Commission had set the freeze for a three-month period and although there were serious doubts that it would be able to finish its work by the announced date of May 1, it finished up the marathon with a burst of speed seldom equalled in Commission history and ended on schedule. Every case on Processing Line 2, some 250 in all, had been granted or set for hearing. There was less success with Processing Line 1, composed of cases in which engineering was not the primary problem. About 200 of the 300 cases on this processing line were acted upon.

Decision to lift the freeze on schedule was made by a 3-to-2 vote with Chairman Charles R. Denny and Comrs. Ray C. Wakefield and Rosel H. Hyde voting against extension while Comrs. E. K. Jett and C. J. Durr favored such a move.

New Hearing Division Formed by Commission

In an effort to further expedite Commission action, on May 29 the Commission set up a new Hearing Division to be composed of examiners responsible only to the Commission. In addition to the Hearing Division a Review Section was set up in lieu of the former "Hearing Section" which broadened the scope of examiners authority and spelled out precedures.

On June 4 the Commission began its daytime skywave hearing and heard the Clear Channel Broadcasting Service ask for more protection for their stations. Later this hearing was consolidated with the Clear Channel hearings which resumed Oct. 20.

Also early in June the Commission made new FM frequency assignments and adopted a policy of four-channel separation for stations in the same area. Stations were given until Oct. 1 to make changeovers to the new channels.

One of the more noteworthy hearings of the year was the WBAL case in which the point at issue was the FCC Blue Book. WBAL was put on temporary license and a hearing date set when Drew Pearson, commentator and columnist, and his former collegue, Robert S. Allen, appplied for the WBAL facility. In February WBAL took its case to the courts asking for a stay against the FCC's Blue Book charges. On Feb. 19 an injunction was granted and the hearing was postponed pending the court decision.

Supporting a motion denying the court's jurisdiction in the case, the FCC on April 4 said that the Blue Book *did not attempt to control station programming* and was "not an order" and therefore was not reviewable by the court. In July the court dismissed the complaint until the FCC made its final decision in the case. In November the hearing got underway and lasted for three weeks. At the beginning of 1948 the case had not been decided. [It is still pending, with the FCC reportedly deadlocked 3-3 with Comr. Robert F. Jones not participating.]

In February a final decision was announced in the long-fought *New York News* FM case which was decided against the newspaper. The newspaper in turn brought charges against Chairman Denny's part in the decision saying that at the time the decision was made Mr. Denny had already become an NBC vice president and his participation in the case was illegal. They also charged that some Commissioners who voted had not heard all of the arguments. As a result the decision was set aside late in December and a new hearing scheduled for early in 1948.

Another important change in Commission policy made during the year was the first invoking of the so-called Avco rule and a proposed decision granting sale of KMED Medford, Ore., by the principal stockholder, Mrs. W. J. Virgin, to one of the competing bidders, Medford Radio Corp. Gibson Broadcasting Co. had offered $250,000 in cash and $20,900 in stock for the station. Medford Broadcasting was made up of eight residents of Medford while the Gibson firm was owned by Luther E. Gibson, licensee of KHUB Watsonville, Calif. The decision resulted in a long legal tangle and the eventual refusal by Mrs. Virgin to go through with the sale to the Avco bidder. After the KMED case there were numerous occasions on which Avco ruling bids were filed.

On the television front FCC and the industry were turning their thoughts toward color. On Jan. 27 at the invitation of the FCC, Dr. Peter C. Goldmark, inventor of CBS field sequential system, presented CBS developments at a hearing in New York with the plea that CBS be granted permission to proceed immediately with commercialization of its technique.

Dr. Goldmark

As a surprise addition to the hearings RCA made a demonstration of its simultaneous electronic method. E. W. Engstrom, vice president in charge of research, RCA Labs., said that only the day before the first live pickup had been made by the RCA method. Dr. Allen B. DuMont, president of DuMont Labs, criticized the CBS color, pointing out that the size of the screen had not been increased from the 6x8-inch images first demonstrated in 1940.

In March the FCC decided that color television was not yet ready for the public and that the proposed CBS standards were not acceptable. The decision resulted in an immediate boom in black-and-white set sales and a marked step-up in plans to get black-and-white stations on the air. Altogether television had its busiest year thus far.

Poppele Is Re-named TBA President

Early in January, at the annual meeting of the Television Broadcasters Assn., J. R. Poppele, vice president and chief engineer of WOR New York and its video associate then under construction in Washington, was re-named president. Plans were made for a TV program code, a counterpart of the NAB code in use by radio stations.

Early in February Westinghouse Electric Corp. completed its test of Stratovision, reporting that the system was feasible.

In March NBC and DuMont announced their experiments with the Zoomar lens which promised to solve many of the problems of telecasting outdoor events. AT&T announced proposed coaxial rates which the television networks classed as too high. As a counter proposal DuMont announced a plan for microwave video relays which would serve eight stations 28 hours a week for $5.15 per hour per station. Subsequently AT&T announced revision of its proposals.

Another action which had far-reaching effects was the lifting on July 1 of the wartime ban on new building construction which allowed

(Continued on page 154)

if your programs reach Canadian listeners and use music in any form . . . .

then, you should be fully cognizant of the services we offer . . .

it is generally agreed that to effectively hold and sell an audience you must give them what they want and like . . .

for example, Canadians are proud of their Canadian heritage—they like Canadian music . . .

which would indicate the use of Canadian music to please the largest possible Canadian audience . . .

allow us to help you, since we control a vast repertoire of music by leading Canadian authors, composers and publishers . . .

in addition, we maintain a complete station service (program continuities, phono. records, sheet music and orchestrations) in French and English specially selected for programming in Canada . . .

BMI CANADA, LIMITED

MONTREAL
TORONTO

IN THE U. S., CONSULT BROADCAST MUSIC, INC.: NEW YORK, CHICAGO, HOLLYWOOD

1947

(Continued from page 152)

radio stations to go ahead with expansion and rebuilding plans.

In August RCA made an offer to help other manufacturers get started in the production of television sets and on Oct. 5 the first telecast was made from the White House with President Truman, Charles Luckman, head of Lever Brothers and chairman of the Citizens Food Committee, and others participating.

Both the Republican and Democratic conventions were set for Philadelphia largely because that city offered the best television facilities of any of those bidding for the meetings. On Nov. 13 the Boston-Washington coaxial cable was opened with the first program carried on WNBT (TV) and WABD (TV) New York, WPTZ (TV) and WFIL-TV Philadelphia, WMAR (TV) Baltimore, WRGB (TV) Schenectady, WNBW (TV) WMAL-TV and WTTG (TV) Washington, with NBC facilities used in the multiple hookups.

Personnel-wise 1947 saw a number of changes at the Commission. On Feb. 7 President Truman nominated Commodore Edward M. Webster to fill the post left vacant when Chairman Paul A. Porter left the FCC to become OPA administrator. The nomination was approved by the Senate.

Wakefield Name Withdrawn, Jones Named to FCC

In May the President submitted the renomination of Ray C. Wakefield, California Republican, to the Commission. Then on June 18 he unceremoniously withdrew the nomination and named instead Rep. Robert F. Jones of Lima, Ohio, for the seven-year term. The switch in nominations was made without the approval of Chairman Denny who had been known to favor Mr. Wakefield. The Jones nomination was approved by the Senate.

A change in the chairmanship came when Chairman Denny resigned effective Oct 31, to accept a post with NBC as vice president and general counsel. His salary in the new post was reported at $35,000 a year as compared with the $10,000 he received at FCC.

On Dec. 26 the President nominated Wayne Coy, director of the *Washington Post* stations, to the chairmanship. The nomination had been predicted in BROADCASTING in October.

On the same day Chief Engineer George E. Sterling was nominated to a commissionership to succeed veteran E. K. Jett, who resigned as of Jan. 1, 1948, to become vice president and director of radio of the Baltimore *Sunpapers*. This made two promotions within the year for Mr. Sterling who had succeeded George P. Adair to the chief engineer's post in March.

Other highlights of the Commission year included the request for a $7.5 million budget, the largest in history. An appropriation of $6,240,000 was eventually granted. On June 10 the channel separation rule was adopted allowing assignments of AM stations only 30 kc apart in adjacent cities within certain engineering restrictions—but not within the same cities.

Stanley Hubbard Buys Control of KSTP

In mid-March the Commission reversed itself in two days in the KSTP Minneapolis-St. Paul case allowing President Stanley E. Hubbard to buy control after Aviation Corp. relaxed its option for repurchase. Mr. Hubbard, who already owned 25% of the stock, bought the remaining 75% for a reported $825,000.

Two events late in June did much to relieve the labor troubles which had beset radio for many months. One was the enactment of the Taft-Hartley Act, which put management on an equal footing with labor in negotiations. The same week the Supreme Court upheld the Lea Act as constitutional. Both the Lea Act and the Taft-Hartley Act made feather-bedding unlawful and appeared to make unlawful Mr. Petrillo's proposed rule that music broadcast on AM could not be duplicated on FM.

Upholding of the Lea Act started the wheels turning again in the 1946 WAAF Chicago suit against the AFM leader for calling a strike against the station. Both sides began to prepare for trial which was set for Dec. 15.

AFM PRESIDENT James Caesar Petrillo (right), listens to some legal points from Joseph A. Padway, AFM chief counsel.

In direct answer to the double blow of the Lea Act and the Taft-Hartley Act, Mr. Petrillo ordered the networks to stop use of live music on FM which was used on AM.

Negotiations dragged on for weeks and the AFM head refused arbitration efforts. On Sept. 15 Mr. Petrillo ordered Continental, an FM network originated through WHFM (FM) Rochester and WASH (FM) Washington, to stop use of live music.

Negotiations continued and on Oct. 18 Mr. Petrillo announced a ban on recording to begin Dec. 31. All recording companies began to build up a backlog of records. Meanwhile, following up NAB charges, the Justice Dept. had begun a probe of the violation of the Taft-Hartley and Lea Acts.

Sentiment against the music czar began to crystalize on all fronts. A Chicago theatre owner refused to pay AFM stand-by fees. The CIO began planning entry into the music field, anticipating the possibility of capitalizing on AFM errors.

The weight of industry action against the union leader and of public opinion, together with threatened loss of revenue for AFM members, finally began to tell. After threatening to withdraw all union musicians from network programs after Jan. 31, 1948, Mr. Petrillo, late in November, announced that he was approaching negotiations with the networks on the basis that "we want to settle."

A week later he announced that AFM would lift its ban on network co-op programs, telling BROADCASTING that in the future the single engagement rate for network programs would apply to co-op broadcasts.

As the year ended the music czar had postponed proposed talks with the networks until "after the holidays." The hearing in the government's case was postponed to Dec. 29. As the year ended the labor leader was in court and his musicians were set to begin the long recording strike.

Other activities on the labor front included a six-and-a-half year contract signed Oct. 30 by the Radio Writers Guild with the four networks. The pact marked the first time that ownership and control of scripts by freelance writers had been established. It covered authors' rights and credits, minimum fees and establishment of a joint adjustment board representing both networks and writers.

The Broadcast Measurement Bureau enjoyed an active year with Hugh Feltis, BMB director, making the rounds of NAB district meetings. First copies of the area audience report were issued in March. Many top-flight agency and advertising executives spoke in support of the service but there were complaints from subscribers as to the accuracy of the figures and the methods used.

Mr. Feltis

A BROADCASTING TRENDS survey immediately after the report was issued found that 74% of subscribers found methods effective.

On July 24 the BMB board set up a 15-point plan to assure continuous operation of the service with ANA and AAAA support.

In September C. E. Hooper offered his service to BMB but his plan was rejected by the directors. In November the NAB Finance Committee considered the knotty problem posed by the U.S. Treasury ruling that BMB did not come under the non-profit classification and was being billed for taxes in the neighborhood of $200,000. The firms of Root, Ballantine, Harlan Bushby & Palmer and of Ernst & Ernst, accountants, were named as counsel to fight the tax case. As the year ended 536 AM members were signed up as subscribers to BMB.

The NAB held its 25th convention Sept. 15 in Atlantic City and adopted new Standards of Practice to become effective Feb. 1, 1948.

Other pressing problems and the actions taken on them included: The preliminary draft of legislation designed to take the FCC out of the program and business fields; invitation to other organizations to join the effort to solve problems posed by Mr. Petrillo's demands; a resolution proposing appropriate NAB action to secure reversal of the FCC Mayflower decision withholding from broadcasters rights to present their own opinions on the air.

Mr. Raymer

On Sept. 26 the National Assn. of Radio Station Representatives was formed to promote spot radio. The organization grew out of a meeting called by Paul H. Raymer and Edward Petry in New York. Mr. Raymer was elected chairman, H. Preston Peters, of Free &

Joseph Hershey McGillvra INC.

for **SALES GETTING REPRESENTATION**

Contact our nearest office

Chicago	185 N. Wabash Avenue
Atlanta	Rhodes-Haverty Building
Baltimore	2104 N. Charles Street
San Francisco	68 Post Street
Los Angeles	684 S. Lafayette Park Pl.
New York	366 Madison Avenue *Executive Office*

RADIO STATION REPRESENTATIVES • AM • FM • TV

Peters, vice chairman; Joseph Weed of Weed & Co., secretary, and Lewis Avery of Avery-Knodel, treasurer. There were originally 22 member firms.

Early in October NARSR filed a complaint with the U. S. Attorney General and the FCC against CBS, charging the network had illegally encroached on their business by taking over non-network time sales of several CBS affiliates formerly represented by members of the association.

On May 23 the long heralded "radio bill" was introduced by Senate Majority Leader Wallace H. White Jr. (R-Me.) to revise the Communications Act of 1934, which, too, had been framed largely by Sen. White. The new bill proposed to split the Commission into two autonomous divisions of three members each, one to handle broadcast matters, the other to be in charge of common carrier problems. Each division was to have its own chairman with the FCC Chairman to serve as executive officer.

Sen. White

Almost immediately opposition began to form. Judge Justin Miller, president of the NAB, issued a statement in which he said he saw possibilities that from the bill a workable radio law could be passed. Committees were named in both the Senate and House (where the bill had been introduced by Rep. Charles A. Wolverton). Hearing dates were set for June 17.

Broadcasters' opposition to the bill continued to mount. At the hearing Judge Miller told Senate committee members the White Bill should be revised to assure full application of the First Amendment to insure radio's freedom. This stand met solid opposition from several committee members.

As a result of the hearing several revisions were made in the bill which was submitted to the seven-man Senate committee and given its approval to be taken up at the regular session of Congress to meet early in 1948. Among other provisions of the redrafted bill was one which would prevent entry of FCC staffers into radio or active practice before that agency for one year following their retirement from that body.

Mr. Dillard

The first general meeting of the FM Assn. was held Jan. 10 amid predictions that 1947 would be "the FM year." Roy Hofheinz, operator of KTHT-KOPY (FM) Houston, was elected president. J. N. (Bill) Bailey (former associate editor of BROADCASTING) was named executive director. Throughout the year the FMA was active in all radio problems including measures taken against Mr. Petrillo, the White Bill and other industry causes. At a meeting held Sept. 12 in New York, Everett Dillard, president of Continental FM Network, was elected president.

One of the most important radio transfers of the year was the purchase on Feb. 1 by the *Philadelphia Bulletin* and its president, Robert McLean, of WCAU Philadelphia and the then strike-bound *Philadelphia Record* and Camden (N. J.) *Courier-Post* from J. David Stern for more than $10 million. The stripped price of WCAU was figured at $3 million. Purchase of WCAU made it necessary for the *Bulletin* to sell its WPEN Philadelphia which was sold in June to Sun Ray Drug Co. for approximately $800,000. Both transfers were approved by the FCC in December.

The conclusion that without exception every type of broadcast program can be adapted to the retail advertiser was reached with publication of the second part of the Joske report on Feb. 5. This continuing study by the NAB of the uses to which the big Texas department store could put radio techniques showed the store had broadened its trading area, found new customers and enhanced its reputation through the use of radio.

On March 31 it was announced that Victor Sholis, director of the Clear Channel Broadcasting Service, would resign to become general manager of WHAS Louisville, replacing W. Lee Coulson who was retiring because of ill health.

On April 4 Carl Haverlin, vice president in charge of station relations for Mutual, was elected as the first paid president of BMI. In making the announcement the board anticipated a more vigorous competition in the radio music field.

Mr. Haverlin

The International Telecommunications Conference opened on May 15 in Atlantic City. After holding discussions throughout the summer the representatives of 78 nations attending the conference signed on Oct. 2 two basic agreements covering technical and operating aspects of international communications.

In celebration of Radio Week in October, President Truman said: "You know how strongly I feel the importance of radio communication is to the welfare of the nation and the world. . . . In contrast to the use in totalitarian nations, radio in America has developed as a service to the people, rather than a servant to the government . . . this fact imposes on American broadcasters the responsibility of striving always to improve and increase their contribution to better understanding among our citizens and among the nations of the world."

Several widely known radio personalities died during the year. Arthur L. Bright, 54, president and general manager of KHQ Spokane and prominent in radio for two decades, died on March 8. On April 23 John Gregg Paine, 57, general manager of the Society of Composers, Authors and Publishers, died. Also in April, on the 29th, Sherwood Brunton, secretary-treasurer of the Pacific Agricultural Foundation, owner of KQW San Francisco, passed away. The same week death claimed F. C. Eighmey, secretary-treasurer of the Lee stations, KGLO Mason City, Iowa, and WTAD Quincy, Ill.

On May 30 Norman MacKay, 47, commercial manager of WBAY Coral Gables, Fla., was killed in the Eastern Airlines Maryland crash. On Aug. 3 death claimed Richard G. Bath, 49, vice president and general manager of WKNE Keene, N. H. During the same week in August Joe Maland, 59, vice president and general manager of WHO Des Moines, and Lt. Gen. J. G. Harbord, 81, former president and chairman of the board of RCA, died. The former general manager of SESAC and veteran Hearst radio and newspaper executive, Emile J. Gough, 58, died on Oct. 14. Charles W. Myers, 66, former president of KOIN Portland, Ore., and president of NAB in 1936-37, died Nov. 3.

1948

THE LONG-HERALDED strike of AFM musicians against the recording and transcription companies started on schedule as 1948 began. Except for putting a lot of James C. Petrillo's musicians out of work, the strike had little immediate effect on broadcasting. All recording companies had been busy building a backlog of numbers and new releases continued to be issued.

As the AFM started its strike, Mr. Petrillo sank deeper into hot water. He faced Judge Walter LaBuy of the U. S. District Court in Chicago, charged with violating the Lea Act. This case stemmed from earlier charges by WAAF Chicago that the union had coerced the station into hiring unneeded musicians. On Jan. 7, however, the union czar was cleared when Judge LaBuy found that there was "no evidence whatever in the record to show that defendant has knowledge of the lack of need for additional employes prior to the trial of this case."

Congress got into the act as the House Education and Labor Committee held hearings on the possibility of stiffening the Taft-Hartley Act to apply to the "extra-judicial operations" of the "Petrillo music monopoly." Committee Chairman Fred A. Hartley (R-N.J.) said there was little possibility of adding a clause to the Taft-Hartley Act to apply anti-trust laws to labor unions.

On Jan. 31 the AFM contract with the networks expired. A 60-day extension was granted, however, and the duplication of AM music on FM stations was approved. On March 18 a new AFM contract was signed for a three-year period. The pact also approved use of live musicians on TV and that wage scale was set at the end of April.

Early in March Standard Radio Transcriptions and Capitol Records moved toward forcing artists under contract to comply with their contract terms despite the AFM record ban. The firms termed the record ban a secondary boycott, illegal under Taft-Hartley. By May Associated Program Service and Lang-Worth had joined the fight and NLRB started hearings. In December the board said it did not feel the evi-

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(Continued from page 154)

dence presented showed any violation of the law.

After striking for almost a year, the AFM signed with record and transcription companies late in December. Instead of paying royalties to the AFM, a trustee was set up to handle the union's welfare fund.

As the fall radio season was about to get under way, CBS bought the *Amos 'n' Andy* show for a reported $2 million under a capital gains deal, the first of its kind in radio. The team of Freeman (Amos) Gosden and Charles (Andy) Correll, which had started its radio career 20 years earlier in Chicago, switched from NBC Oct. 3 under sponsorship of Lever Bros.

NBC and CBS continued the talent battle, this time over Edgar Bergen and his wooden assistant, Charlie McCarthy. After proposals from both sides, Mr. Bergen announced he would retire from radio, at least temporarily, following his Dec. 26 broacast.

It was announced in November that Jack Benny and his program would move to CBS, occupying the same time slot as it had held on NBC.

By year end it was speculated that *Fibber McGee & Molly* and Red Skelton might move to CBS from NBC; Al Jolson was reported to be quitting radio, and Fred Allen was said to be considering similar plans.

Capital gains deals, a phrase which appeared in almost all the talent change talks, stirred interest not only in the industry but also in the government. The Treasury Dept., which was queried for its views on the matter, had not announced a decision by year end. Sen. Styles Bridges (R-N.H.) proposed a probe to determine the methods by which movie and radio stars were selling themselves as "businesses" for tax reduction purposes.

Sen. Bridges

Aimed at getting coverage rights to the cream of sports, CBS in December bought into the Tournament of Champions, a sports promotion group composed of Music Corp. of America and Allied Syndicates Inc., in addition to CBS.

At ABC some of the biggest talk of 1948 was the proposed sale of the network to 20th Century-Fox. This plan, however, was shortlived and within a week ABC said negotiations had been terminated.

For four of the network's executives the year had a happy start when they were elected vice presidents. Effective Jan. 1 ABC named Ivor Kenway vice president in charge of advertising, promotion and research; Frank Marx, vice president in charge of general engineering; Robert Saudek, vice president in charge of public affairs, and Thomas Velotta, vice president in charge of news and special events.

ABC Makes Changes In Executive Staff

In May Paul Whiteman and Murray B. Grabhorn were named ABC vice presidents. Owen D. Young, educator, lawyer and radio pionneer, was named to ABC's board in August. When Edwin R. Borroff quit the nework in June, John H. Norton Jr. replaced him as ABC vice president in charge of the Central Division.

Toward the end of the year, in November, Don Searle, vice president in charge of the Western Division, announced his resignation. Charles C. Barry, vice president in charge of programs and television in New York, replaced him.

To finance the expansion of television operations, ABC in May offered 500,000 shares of voting stock at public sale. In less than two hours the stock was bought at $9 per share.

ABC opened its television network April 18. The first rate card was issued early in June, covering 10 stations, eight of which were not yet on the air. Later the network made TV history by presenting the first telecast of an opera. On Nov. 29 ABC-TV carried "Otello," telecast from the stage of the Metropolitan Opera House in New York. The Texas Co. sponsored the venture.

In a full-page ad of Jan. 5—placed in 37 newspapers in 18 cities—NBC announced that its television network was "open for business." At that time there were 19 television stations on the air and an estimated 175,000 receivers in operation. Carleton D. Smith, general manager of NBC's WRC and WNBW (TV) Washington, was named manager of the TV department, with headquarters in New York. The announcement was made in early February by Noran Kersta, NBC television director. A plan for integrating AM and TV operations was instituted by NBC in April.

Mr. Smith

Frank Mullen, whose primary functions had been in television at NBC, announced his resignation in May to become president of the G. A. Richards stations (WJR Detroit, WGAR Cleveland and KMPC Los Angeles). Sidney N. Strotz replaced Mr. Mullen as vice president in charge of television.

Charles Denny Becomes NBC Executive Vice President

As the year started its second half, Charles R. Denny, who had left the FCC chairmanship eight months before to become NBC vice president and general counsel, was promoted to the post of executive vice president.

At Mutual, Robert D. Swezey, vice president and general manager, submitted his resignation in November following a major change in network policy.

At World Series time MBS carried the games under Gillette sponsorship. WFSC Somerset, Ky., joined MBS in August as its 515th affiliate. In May, during the NAB convention, Don Lee opened new $2.5 million studios in Los Angeles.

At CBS Howard S. Meighan became vice president and general executive in early January. James M. Steward became vice president in charge of operations; J. L. Van Volkenburg was named director of station administration, supervising CBS owned stations; S. R. Dean became treasurer; I. S. Becker and Henry Grossman became director of program operations and director of technical and building operations, respectively. The departments under Joseph H. Ream, executive president, and Adrian Murphy, vice president and general executive, also were realigned. A new policy on recorded programs—permitting use of recordings before 6 p.m.—was announced by CBS in November.

For the radio and television industry 1948 was a good year. On Jan. 1 there were 1,518 AM stations licensed and 450 construction permits outstanding. There were only 84 licensed FM stations but 222 conditional grants and 745 construction permits had been issued. Six TV stations were licensed and 66 construction permits were out. There were 17 TV stations on the air.

By year end 1,852 AM stations were licensed and 1,908 were on the air. FM licenses had jumped to 198—there were 697 operating. In TV only one station was licensed during the year—WNBW (TV) Washington which received the first post-war license. Stations on the air, however, jumped to 50.

Radio income increased by over $6.5 million between 1947 and 1948, reaching an all-time high of $144,948,054 in the latter year. This FCC figure on net revenue covers seven networks and 1,824 stations. Aggregate TV revenues were reported as $8.7 million for the four networks and 50 stations.

The gross network radio billings, reported by PIB, were shown as $198,995,742 for the year. NBC was the leading network with gross billings of $69,697,590. The top network time user, Procter & Gamble, had gross billings of over $18 million in 1948.

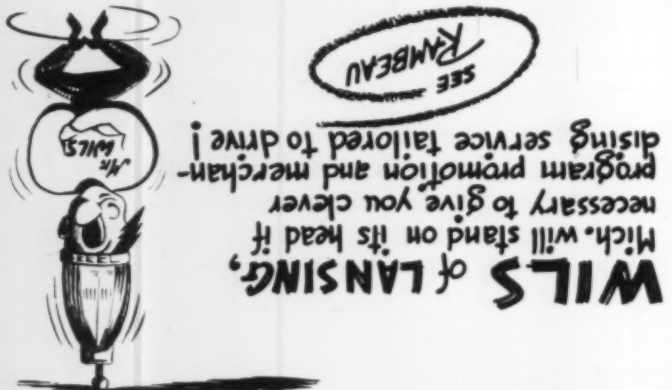
PIB did not keep comparable TV figures in 1948. The *Rorabaugh Report on Television Advertising*, started in June, showed that total TV advertisers jumped from 234 to 680 by year end. For the December report period there were 37 network advertisers, 230 spot advertisers and 413 local users of TV time.

TV Freeze Declared As FCC Workload Climbs

As the number of stations and applications continued to grow the Commission dropped behind on its processing. Late in the year the freeze was placed on television applications when it became obvious that the spectrum space allocated to TV would not supply the needs of nation-wide television service.

In addition to the problem of allocations, FCC also was faced with a congressional probe, the Clear Channel case; Mayflower, Scott and Port Huron decisions; problems of the Avco Rule; repercussions of the Blue Book, and many other cases which required more than routine handling.

At the end of January FCC closed the record in the Clear Channel case, which had then been before it for three years, and expected to announce its decision


WILLS of LANSING,
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SEE RAMBEAU

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"
Contact EDWARD PETRY & CO.
WBAL

within two months. A month later, Congress sent orders to hold up the decision, two days after Sen. Ed Johnson (D-Col.), ranking minority member of the Senate Interstate & Foreign Commerce Committee, introduced a bill to break down clear channels and limit power to 50 kw. Congressional hearings were held in April. As the record was closed, Sen. Charles Tobey (R-N.H.), acting chairman of the Senate committee, announced that he had ordered a full-scale probe of FCC. In June the committee notified FCC that it was free to issue its Clear Channel decision. No action was taken, however.

In an election year, the proposed decision in the Port Huron case (WHLS Port Huron, Mich.), prohibiting stations from censoring political broadcasts even if the material was felt to be libelous, drew fire from all sides. Although the license of WHLS was renewed, the majorities views on Sec. 315 were upsetting to the industry.

Conflicts with local laws were pointed up as Texas and New Jersey jurists held that local libel laws would be enforced despite FCC's tentative ruling that stations could not be held accountable for statements by politicians.

Hedging slightly from its original stand, FCC adopted the decision in early July. The new version said "it would appear" that broadcasters would be relieved of responsibility for comments in political statements.

The permit of WGOV Valdosta, Ga., was renewed in August although the station had admitted censoring a political speech.

WGOV Decision Draws Fire From Capitol Hill

On Capitol Hill the decision drew fire as a House select committee started its probe of FCC. In testimony by FCC Chairman Wayne Coy, he said the decision was not intended as a rule or regulation and common sense processing of material would provide safety. Fairness will be the yardstick, he said.

Another election year issue, the Mayflower Decision against editoralizing by stations, also drew fire. In March FCC opened hearings on the seven-year-old decision. At the end of April the proceeding ended, after a long recess in between, and observers felt that the ban would not be lifted unless strict restrictions were applied. There was speculation several times during the year that some action would be taken but it failed to materialize.

FCC's Avco Rule on station sales also caused the Commission trouble during 1948. KMED Medford, Ore., balked when FCC ruled that the station should be sold to Medford Radio Corp. rather than Gibson Broadcasting, the firm which originally had "purchased" the station. Mrs. W. J. Virgin, KMED owner, told FCC in January that she would not sell the station to Medford Radio Corp., a competing bidder under the Avco Rule. In September Medford withdrew and Mrs. Virgin filed another application for sale of the station to Gibson. No final action was taken during the year.

In October papers were filed with FCC asking transfer of WHAS Louisville and its FM and TV properties to Crosley Broadcasting Corp. Consideration was $1,925,000. By year end the Fort Industry Co. and Bob Hope, filing as Hope Productions Inc., had entered the competitative bidding and a hearing appeared certain.

Earlier in the year FCC rejected a request that AM and FM properties be sold separately under Avco.

FCC Turns Attentions To Giveaway Programs

Giveaways, heavily sponsored throughout 1948, received a great deal of attention from FCC. The case of WARL Arlington, Va., which FCC had contended violated Sec. 316 of the Communications Act against lotteries with its *Dollar for Answers* program, continued throughout the year against the background of growing complexity.

In August FCC proposed rules which would forbid most giveaways with the exception of a few which used only studio audiences. As the basis for its action it cited Sec. 316 of the Act. Toward the end of the month Frank Bow, general counsel of the House Select Committee to Investigate FCC, wrote to Chairman Coy pointing out that Sec. 316 had been removed from the jurisdiction of FCC by Congress on June 25, 1948, and made a part of the Criminal Code.

FCC, however, contended that despite the removal of Sec. 316 it still had power to issue rules and after a slight delay from the original date held hearings on giveaways in October.

When the Mansfield and Lorain (Ohio) *Journal* companies applied to FCC for facilities in the two towns, hearings were held in February and May. A proposed decision of denial was made final in July and the Commission said that the papers, under joint ownership, have "sought to suppress competition in the dissemination of news and information and to achieve an advertising monopoly in the community through the use of exclusive advertising contracts." The newspapers took the case to the U. S. Court of Appeals for D. C. in November.

The news policies of G. A. Richards, owner of KMPC Los Angeles, WJR Detroit and WGAR Cleveland, came under FCC surveilance in March, following a complaint filed by the Radio News Club of Hollywood. A hearing into the charges was ordered by FCC late in November.

Mr. Richards

The U. S. Court of Appeals for the District of Columbia dealt FCC a blow when, in April, it ruled that FCC must grant existing stations the right to be heard when it is alleged that they will be adversely affected by the grant of a pending application. The ruling followed a petition by WCKY Cincinnati to reverse FCC's non-hearing grant for a 10 kw daytime station in Philadelphia on WCKY's 1-B clear channel of 1530 kc. When the Commission attempted to appeal the decision it was turned down.

Later in the year an appeal by WJR Detroit made the decision even stronger. At that time the Appeals Court said even a claim of interference outside the protected contour requires a hearing.

Competitive hearings on the license renewal bid of WBAL Baltimore and the request for the facilities by Public Service Radio Corp. were held during the first part of the year. The record was closed April 15 in the case which had started in 1945. No definite action was taken by the Commission during the year.

Ban Set on Station Sales Which Reserve Time for Seller

Rules banning station-sale contracts which reserve time for the seller's use were proposed in February. Comments were filed and in July FCC held formal hearings. The proposal was adopted later.

In February the FCC said that programs of horserace information will not be frowned upon if they are part of a balanced program service.

The problem of allocations for television resulted in FCC's September freeze on licensing and hearing functions pending study of the 475-890 mc region.

Five Baltimore stations and a commentator were cited for contempt of court under the "Baltimore Gag Rule" which forbade publication of certain information about persons accused of crimes. NAB and other interested parties came to the defense of the stations, charging censorship, and trial was postponed until 1949.

Paul M. Titus, Rudolph J. Fjellstrom and Charles J. Husband, principals in a proposed "fifth network," were sentenced Aug. 23 to serve prison terms of from one to five years for violating California's Corporate Securities Act. They had pleaded guilty June 10 to selling stock without a permit from the state corporation commissioner.

Mildred Gillars, "Axis Sally," was indicted in September by a federal grand jury in Washington on charges of treason in connection with radio broadcasts for the Nazi's during the war. Conviction of Douglas Chandler, former U. S. broadcaster in Berlin, on charges of treason was upheld by the First U. S. District Court of Appeals in Boston Dec. 3.

With the nation engaged in a cold war, radio's place in defense planning was scanned throughout the year. Nineteen members of the industry served on a committee which helped draft the communications aspects of civil defense planning. The Munitions Board and other defense planning agencies also called upon radio representatives for sound advice.

Meetings to draw a new North American Regional Broadcasters Agreement, scheduled for August, were postponed until 1949. At the High-Frequency Broadcasting Conference held in Mexico City no definite action was announced before the end of 1948 and conferences continued into the next year.

The Assn. of Independent Metropolitan Stations was formed with 18 members during a meeting at KSTL St. Louis on July 10.

New or reorganized agencies announced during the year included: W. Wallace Orr Adv. Agency, offices in New York, Baltimore and Philadelphia; Fletcher D. Richards Agency, New York, replacing Campbell-Ewald; Taggart

(Continued on page 158)

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Contact us, or any Free & Peters "Colonel" for availabilities!

KMBC
of Kansas City
KFRM
for Rural Kansas

1948

(Continued from page 157)

& Young, Los Angeles; Norman A. Mack agency merged with Buchanan & Co.; Wallace Davis & Co., Dallas, merged with Frank Stewart & Co.; George R. Nelson Inc.; Advertising, Schenectady.

The biggest special events of the year were the Republican and Democratic national conventions held in Philadelphia, a city selected for its television facilities. Complete radio and TV coverage were given of the two events, along with the convention of Henry Wallace's third party. Election returns also came in for heavy broadcast coverage.

In NAB circles the big topic was the code. This and television were two of the top subjects at district meetings which opened in late September with District 4. Plans for the All-Radio Presentation film were formulated and in December Victor M. Ratner, CBS, was authorized to spend funds to bring material to the script stage by early January 1949. Gordon Gray, WIP Philadelphia, headed the overall committee for the film.

Discussion of the code dominated the March board meeting and a revised version was released late in the month. At the Los Angeles NAB convention in May the code was adopted, effective July 1.

Frank E. Pellegrin, NAB director of broadcast advertising, quit March 1 for station work in St. Louis. In August, Maurice B. Mitchell, general manager of CBS' WTOP Washington, joined NAB as director of the Broadcast Advertising Dept., a post vacant since Mr. Pellegrin left for KSTL St. Louis.

Mr. Pellegrin

Oct. 1 Forney A. Rankin was named international adviser to Judge Miller. Hugh M. P. Higgins, assistant director of broadcast advertising, became vice president and general manager of WMOA Marietta, Ohio, early in November.

As the number of television stations jumped from 17 to 50 during the year, the telephone company was hard pressed to make interconnection facilities available.

To help relieve the crowded cable between New York and Washington, NBC proposed in January to build a microwave relay between Philadelphia and Baltimore, linking with Philco's relays at both ends to complete the circuit.

In the Midwest AT&T opened a coaxial link between Chicago and St. Louis in February. During the same month Western Union announced plans for service between New York and Philadelphia. The project was approved by FCC in April. AT&T links between Chicago and Milwaukee and Detroit and Toledo received an FCC ok in the same month.

Harness FCC Probe Bill Passes 80th Congress

As the second section of the 80th Congress closed, a bill introduced by Rep. Forest A. Harness (R-Ind.) was passed authorizing an investigation of FCC. Rep. Harness headed the House investigating committee and Frank Bow, veteran of many Congressional investigations, was named general counsel. A Senate subcommittee of the Interstate & Foreign Commerce Committee, headed by Sen. Charles W. Tobey (R-N.H.), undertook a probe of the whole communications picture, both national and international.

The House investigation of FCC started early in August as the committee gathered a mass of information from witnesses on all phases of the Commission. At election time, however, the probe came to a grinding halt when Committee Chairman Harness was defeated at the polls. Rep. J. Percy Priest (D-Tenn.), slated to head the committee when the new Congress opened in January 1949, expressed the view that public hearings should be discontinued. In December the group wrapped up its probe and started preparing a report for the forthcoming Congress.

Transit Radio completed a successful test in Cincinnati during February and plans were developed to expand the service to other cities. Five stations in as many cities were carrying the service by yearend and proposed rates and standards were announced during a meeting with agency executives held in New York during December. At that time General Manager Frank Pellegrin also announced expansion plans.

Stratovision, the airborne TV relay system developed by Westinghouse, was shown and tested on many occasions during the year. FCC, however, failed to take any definite action toward authorizing its extended use.

As the result of allegedly "slanderous" broadcasts, the Voice of America came in for Congressional investigation. In July NBC and CBS withdrew from programming activities which they had performed for the Voice but continued service for three months to give the State Dept.'s International Broadcast Division time to take over the work which the networks had done.

FM was moved from its original 44 mc band to its new place in the radio spectrum despite protests by the FMA, which during the year developed into a full-fledged trade association; Prof. Edwin H. Armstrong, FM inventor, and proposed legislation to prevent the move.

The Hoover Commission, known formally as the Commission on Organization of the Executive Branch of the Government, studied FCC along with all other government agencies but did not make its formal reports until early in 1949.

Coy, Sterling Appointments Approved by Senate

Presidential appointments of Wayne Coy and George E. Sterling to the FCC were sent to the Senate for confirmation early in January. Following hearings by the Senate Interstate & Foreign Commerce Committee both men were confirmed in February, Mr. Coy as chairman.

Following the retirement of Comr. Clifford J. Durr, President Truman named Frieda B. Hennock, New York lawyer and Democratic party worker, to fill the vacancy. Miss Hennock was sworn in July 6 as the first woman member of the FCC.

CBS demonstrated its color television to the Commission in early November, "solely for purposes of information. . . ." Later in the month Comr. Robert F. Jones, speaking in Columbus, Ohio, said about color: "I have viewed two systems in the laboratory stage. One of them takes more space than the (6 mc) black-and-white system, but the other is now able to give a bright picture as sharp, as beautiful and as accurate as any technicolor movie I have seen."

The Assn. of Federal Communications Consulting Engineers was formed in Washington on April 28.

Thomas F. Flanagan was named managing director of the National Assn. of Radio Station Representatives, giving the group full trade association status. Paul H. Raymer, NARSR president, made the announcement in early August.

Mr. Flanagan

Effective Sept. 1, O. L. (Ted) Taylor and Edward R. Borroff announced the formation of Taylor-Borroff & Co., succeeding Taylor-Howe-Snowden Radio Sales, radio representative.

Radio Representatives Inc. started operation Sept. 20. It was headed by Harry S. Goodman, president of the program packaging house bearing his name, and had among its officers Peggy Stone and John North.

In December Blair TV Inc. was formed as "the first independent company to engage exclusively in the representation of television stations."

Everett-McKinney Forms To Represent Stations

Everett-McKinney Inc., former radio department of J. P. McKinney & Son., newspaper representative, broke from the parent company to represent radio stations.

Sen. Wallace H. White Jr. (R-Me.), chairman of the Senate Interstate and Foreign Commerce Committee, retired after 31 years of Congressional service in both the House and Senate. He had originated numerous pieces of radio legislation, including the original Radio Act of 1927.

Frank E. Butler, 70, credited with setting up the first broadcast station with Dr. Lee De Forrest, died in January. In April Burridge D. Butler, 80, owner of WLS Chicago, KOY Phoenix and KTUC Tucson, died in Phoenix. Frank S. Megargee, 47, WGBT Scranton, succumbed to pneumonia March 30.

In June, Louis H. Brush, 76, board chairman of Brush-Moore Newspapers Inc. (WHBC-AM-FM Canton, WPAY-AM-FM Portsmouth, Ohio), died. The founder of D'Arcy Advertising Agency, William C. D'Arcy, 74, died in St. Louis July 21. Col. H. C. Greer, 71, president of West Virginia Radio Corp. (WAJR-AM-FM Morgantown, WDNE Elkins, WKJF-FM Pittsburgh), passed away early in August. The manager and editor of American Radio Relay League, Kenneth B. Warner, 53, died following a heart attack in September. Edmund M. Stoer, 60, vice president, director and general manager of Hearst Radio Inc., succumbed to a heart condition on Nov. 7.

Frank B. Noyes, 85, chairman of the board of the *Washington Evening Star* (WMAL-AM-FM-TV Washington), passed away Dec. 1. At the end of December, John Shepard Jr., founder of the Yankee Network, died.

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1949

RADIO's post-war "holiday" was over in 1949 as the nation's economy meshed gears and swung about from a buyers to sellers market. Competition was back in advertising media as in every business endeavor.

Broadcasters and advertisers were warned that each medium had to pull its own weight. While approaches for tapping new advertising sources were sounded by radiomen, the advertiser wanted to know what his radio and TV money was returning him in dollars and cents. The time was ripe for extra effort along the radio sales front.

Temper of the times called for economy; an inevitable impact was felt in network and station operations. To add to usual broadcaster woe was the rising threat of television inroads in radio markets. That few TV stations were making money didn't help his outlook.

But the second half of 1949 found the economy steadying with signs of a general upswing. At summer's end, spot and local business were brisk; broadcasters found TV hadn't cut so deeply in the radio dollar. Evidence appeared that new money was finding its way into television, some of it from media other than radio. The networks, however, more closely tuned to national business gyrations, were off 13.9% in actual sales as compared to the pre-fall period in 1948.

Television and Radio Set New Records

Vital statistics on AM, FM and TV stations showed 1949 as a year when TV kicked off its baby shoes, while AM, shaking down after the post-war "Gold Rush" for new stations, retained its leadership. World War II ended with 950 AM stations on the air. At 1949's beginning, the count was up to 1,911 AM, 698 FM and 51 TV stations; by yearend the totals were 2,087 AM, 744 FM and 97 TV stations in 57 markets.

A radio-TV set record output by manufacturers was reported for fall months in 1949 with the year's totals at AM, 6,391,371; AM-FM and FM only, 875,505; TV, 2,415,897. While total production was below 1948's output, average dollar value had increased as TV output comprised the large share of the total.

An unabated spiral of operating costs in 1949 plagued broadcasters. While gross broadcast revenues from time sales shot up an estimated 4.5% to $435 million in 1949, operating costs correspondingly rose 4% in the year. National spot business continued upward in the year, increasing 13%. But overall average of station profits, before federal taxes, had fallen well below the 20% mark for the second consecutive year. Total network billings amounted to $187,830,799, a decrease of 5.6% from 1948 which had an all-time record volume.

Mixed feelings clouded the issue of whether radio could withstand the TV boom. In any case, video was chalking up an impressive record. In the first quarter of 1949 alone, 14 more TV outlets made appearances. Set owners had increased some 450,000. Time sales surpassed the $5 million level. Sponsors increased from 680 to 1,027 with the number of hours doubled. TV families had grown an estimated 500% from July 1948 to the corresponding month in 1949.

Gill Survey Shows AM Listening Unshaken

The Gill Survey in June came up with figures showing AM listening in TV homes jumped back almost to former levels 9 to 13 months after a TV set was installed. The survey was conducted by Sam Gill, director of research, Sherman & Marquette, New York.

Talent war among networks, eyeing choice Sunday nighttime audiences, boiled over before the year was a month old. CBS, with its Jack Benny, Bing Crosby, signed in January, and *Amos 'n' Andy* acquisitions, had NBC against the ropes Hooper-wise. Chief negotiater for CBS was William S. Paley, board chairman.

The talent transactions came under study of government tax experts who ruled Mr. Benny subject to personal income levies, excepting Amos 'n' Andy package as capital gains (a difference of as much as 50% in Uncle Sam's take). The Bureau of Internal Revenue in May closed the door on inclusion of capital gains in contracts in the case of Fibber McGee & Molly and NBC.

In late January CBS signed Edgar Bergen, who did not return to the air until fall, Red Skelton, Ozzie & Harriet and others. NBC prepared to review its program aims following the CBS talent-path blazing, by presenting to affiliates in the spring plans to revitalize a drive for new program development, simultaneous AM and TV personality-program growth and policy labeling lavish investments in talent as unsound practice.

Realignments Started Within NBC Structure

But the networks had other pressing problems in their own organizations In May NBC released an estimated 60 employes in a step toward cutting its overhead $1 million. Meanwhile, the firm of Booz, Allen & Hamilton, management consultants, were making a study of the entire NBC operation.

NBC's revamp started in October with a new president, Joseph H. McConnell.

Mr. McConnell

Three months earlier, Mr. McConnell had been elevated from vice president in charge of RCA finance to vice president of the firm, third in command to Brig. Gen. David Sarnoff, board chairman. As McConnell became president, Niles Trammell, NBC's president nearly 10 years, was made NBC board chairman.

NBC's reorganization was a continuous process wherein three self-contained units were set up: AM, TV and high-level management. In the realignment, Sylvester L. (Pat) Weaver, formerly vice president and radio-TV director of Young & Rubicam, became vice president in charge of television. Frederic W. Wile Jr., agency's supervisor of radio-TV operations, accompanied Mr. Weaver to NBC as the latter's assistant.

Dr. Stanton, of CBS, signed a $1 million contract to continue as president at a base salary of $100,000 a year for 10 years. CBS lumped news and public affairs for radio and TV under a single command late in June. In September Howard S. Meighan, CBS vice president and general executive, was made chief CBS officer on the West Coast.

Among first executive changes was ABC's reassigning Charles C. Barry, vice president in charge of western operations, to head up all TV operations; Ernest Lee Jahncke Jr. to chief of AM-TV stations department; J. Donald Wilson to vice president in charge of programs.

Transactions on the stock market by ABC executives renewed talk that ABC was thinking of a sale to 20th Century-Fox film company. But in the spring, Mark Woods, ABC president, scuttled talk and announced renewed effort on the program and facility front. ABC acquired in May the old Warner Bros. Vitagraph Studios in Hollywood for use as a TV center. Mr. Woods was signed to a $75,000 a year contract with ABC the same month.

Frank K. White, president of Columbia Records Inc., was elected president of Mutual on April 8, succeeding Edgar Kobak, who had headed the network since 1944.

Mr. White

Fort Industry Co., on New Year's Day, simplified its corporate structure by dissolving four wholly owned subsidiaries and placing their radio operations under the parent firm. Stations were: WWVA Wheeling and WMMN Fairmont, W. Va.; WAGA Atlanta, WJBK Detroit.

In May, Don Lee Broadcasting System reshuffled its top management, elevating Lewis Allen Weiss, president, to chairman of the board; Willet H. Brown, executive vice president, to president.

FCC's problems in the year included opening of the color television question; issue of proposed TV allocations including UHF and VHF; a new Mayflower Decision; proposed ban on giveaways, and preliminary plans to reorganize.

In May, FCC grouped all its major TV problems into a proposed single proceeding but underscored its intention not to lift the VHF freeze before a definite timetable was set for a final decision on combined UHF-VHF allocations. It later announced color, as the first of the TV subjects on the agenda, would be heard Sept. 26.

Prior to FCC's opening of Pandora's color box, the Radio Mfrs. Assn. and the National Bureau of Standards began studies of their own. Sen. Ed C. Johnson (D-Col.), Senate Commerce Committee chairman, was reported by BROADCASTING early in May to have re-

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SPOTS
with pulling power!

KROD carries more spot advertising than any other El Paso station. The reason is simply that KROD, being the favorite with more responsive listeners in this area, does a better job for advertisers. That's why spots on KROD have more pulling power —actually cost you less per dollar of sales volume in this vital market.

KROD
CBS, EL PASO
KEY STATION, SOUTHWEST NETWORK
5000 WATTS
600 TOP O' THE DIAL
RODERICK BROADCASTING CORP.
DORRANCE D. RODERICK, *President*
VAL LAWRENCE, *Vice Pres. & Gen. Mgr.*
REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

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quested an NBS report on the color status. Two months later, NBS announced membership of a group, headed by its director, E. U. Condon.

RMA's 11-man group had Max Balcom, Sylvania Electric Products and past RMA president, chairmaning prominent engineers from networks and manufacturing firms.

Mr. Balcom

A month later, FCC called on manufacturers or experimenters with know-how in color TV sets or adapters to speedily produce them as aids to field testing of color systems in advance of the hearings.

RCA in August unveiled its compatible electronic color TV system. CBS, turned down two and a half years before with a color system for the 16 mc band, said it welcomed RCA's entry and revealed a color converter for its own system.

CBS color was telecast successfully in mid-August from Baltimore to Washington—distance of 35 air miles—where it was picked up by modified TV sets. Service also was picked up off-the-air in Washington and rebroadcast.

RCA, a week before the scheduled hearings, announced a regular schedule of live and film color programs over WNBW (TV) Washington.

The hearings, off to a brisk start, settled down to long technical argument. Main antagonists were RCA and CBS. A third main party was Color Television Inc., San Francisco, also boasting an all-electronic, compatible system. Six of the seven Commissioners sat at the hearings, Comr. Rosel H. Hyde being in attendance at NARBA conferences in Montreal.

Fireworks Erupt At Opening Sessions

Opening rounds saw tempers flare. Industry spokesmen were gruelled principally by Comrs. Robert F. Jones and Frieda B. Hennock who attacked pleas for the cautious approach. Opposition to immediate color standards voiced earlier in the year by Allen B. DuMont, president, Allen B. DuMont Labs, was heard again at the Commission sessions.

RCA showed its system on Oct. 10 over WNBW-NBC in the Wardman Park Hotel, Washington, picking up the signals on color sets in the Washington Hotel, same city. Two weeks later, FCC okayed comparative color demonstrations of CBS and RCA systems which were expected to run well into 1950. Denied was an RCA request for postponement of scheduled Nov. 14 comparative showings. FCC also decided to delay cross-examination until all comparisons were made, and set the CTI showing for Feb. 6, 1950, in Washington.

Color sessions were recessed with the holding of comparative tests on Nov. 21.

As early as January broadcasters were hearing predictions the TV freeze would thaw in the summer; meanwhile, FCC warned TV permitees they must go ahead with construction or take the consequences, and shrugged off such excuses as "uncertainty" over the freeze and related problems.

In February, RCA-NBC asked FCC for authority to build a satellite high-band TV station at Bridgeport, Conn., for its low-band WNBT (TV) New York.

On June 2 FCC reversed an eight-year-old Mayflower doctrine against a licensee's right to be an "advocate." The new Mayflower stand condoned editorializing by stations within undefined limits of "fairness" and "balance." The former term was to be radio's yardstick.

Giveaways, which had been booming for over a year, were next on the agenda. On Aug. 19, FCC promulgated a set of regulations effective Oct. 1 and designed to do away with the giveaway by labeling all such programs on networks and stations as violation of criminal lottery statutes.

The ruling came when the four networks alone were carrying a total of 38 jackpot programs occupying about $650,000 worth of air time per week—with offerings at a dizzy height conservatively estimated at some $185,000 in money and merchandise every seven days. BROADCASTING's giveaway survey found ABC with 13; CBS with eight; NBC with seven; Mutual with 10.

Within a week ABC, CBS and NBC said they would meet the challenge in court. Suits subsequently were filed. Majority of the nation's leading newspapers claimed FCC had overstepped its authority, though themselves critical of the giveaway program. Sen. Johnson congratulated the Commission on its action. By October, a BROADCASTING survey found the giveaway less popular and still declining in popularity.

The Hoover Commission's proposal to reorganize FCC, disclosed in March, provided for pay raises of Commissioners from $10,000 per year to $15,000. The pay hikes were cleared by Congress later in the year.

The Hoover proposal would revamp FCC while retaining it as an independent agency. It would have streamlined FCC's functions for efficiency. Highpoint was the suggestion that administration responsibility be vested in the chairman who also would have the services of an executive director.

Crosley's WHAS Bid Denied by FCC

FCC ruled in September on the long-pending WHAS Louisville case, by denying its sale to Avco's Crosley Broadcasting Corp. WHAS, a 50 kw clear channel outlet owned by Louisville *Courier & Journal Times*, was bid by Crosley (also owner WLW Cincinnati) for $1,925,000. Overlapping signal of the clear channel stations was described as the principal reason.

Commonly-owned AM, FM and TV stations using common base call letters but located in different communities were given until July 1 to change their FM or TV calls under an FCC policy statement.

Rattling a 13-year-old collection of skeletons, the Commission in early May granted regular license renewals to Arde Bulova's WOV and WNEW New York, clearing the watch manufacturer of charges dating back to 1936 and wiping away the last of the Commission's original duopoly case. It cleared the way for the sale of WOV.

The much protested Avco Rule on station sales was repealed outright June 9. The rule, growing out of a 1945 decision on Avco Mfg. Corp.'s acquisition of WLW Cincinnati, required submission of competing bids on transfer and assignment applications.

A planned revision of procedure on handling of nearly all major broadcast applications, embracing advertising of most applications, even sales, was placed on the Commission docket, but received strong industry opposition.

Also in June, FCC took a step to speed up its hearing procedure by creating a five-man separate staff responsible directly to the Commission.

Its proposal to place limitations on the new 540 kc broadcasting channel drew fire from NAB. The association claimed that the limitations, if coupled with 1-A protection to existing and proposed Canadian and Mexican operations, would leave 540 kc available only in a narrow strip running through parts of Kansas, Missouri and Arkansas.

Fire Sweeps FCC Headquarters

FCC's physical plant took a beating on Nov. 1 when a $150,000 explosion and fire partially damaged its seventh and eighth floor quarters in the Post Office Bldg. in Washington. No valuable records were lost and nobody was seriously hurt.

Activity in appeals courts on cases involving the FCC kept legal staffs busy. The U. S. Court of Appeals for the District of Columbia early in January flatly upheld FCC's right to examine percentages of commercial and sustaining time proposed by applicants.

The same court in March upheld the Commission's right to call off a competitive hearing and grant one or more of the competing applications when enough frequencies become available to permit grants ultimately to all.

But on May 5 the appeals court rapped the Commission for failure to show the basis of decisions and for inconsistency in applying its yardsticks to rival applicants.

The TV industry won a victory when Pennsylvania Federal Judge William H. Kirkpatrick ruled on Oct. 26 that the Pennsylvania State Board of Censors could not issue regulations requiring censorship of motion picture film used on television.

The U. S. Supreme Court ruled in June in the so-called WJR Detroit daytime-skywave case. FCC, it found, has the right to use its discretion in granting or denying oral argument on the legal sufficiency of a licensee's claim of potential interference from pending applications. The unanimous decision reversed a lower court's ruling.

Appeals Court Reverses Gag Rule

Also in June, the Maryland Court of Appeals reversed a lower court ruling on the notorious "Baltimore Gag" on free speech. The appellate court's action reversed contempt citations against WCBM, WITH and WFBR Baltimore, along with James P. Connolly, former news editor of WITH. WBAL that city had filed a separate appeal and also was affected by the action. Broadcasters had been cited in the summer of 1948 for contempt of court after they had broadcast factual matter about an indicted criminal on the basis of statements from police officials. An appeal to the Supreme Court was promised.

Hearings were held in Federal

WERD

Atlanta

860 Kcs 1,000 Watts

THE shortest route to the hearts and ears of 200,000 Negroes in the Greater Atlanta Trading Area

According to the Hooper Radio Audience Index for June, 8 A.M. to 12 Noon . . .

Network Station A	26.0%
INDEPENDENT WERD	17.5%
Network Station B	16.0%
Network Station C	13.0%

WERD, America's first and only Negro owned radio station, offers *YOU* the lowest "cost per thousand" in the ATLANTA AREA . . .

NATIONAL REPRESENTATIVE:

Interstate United Newspapers, Inc.

NEW YORK • CHICAGO • DETROIT

District Court in Cleveland involving Government accusations against the *Lorain* (Ohio) *Journal* of anti-trust law violations in the treatment of advertisers who used W[illegible] L-AM-FM Elyria-Lorain or the weekly *Lorain Sunday News*.

The Maryland Court of Appeals held on Nov. 11 that broadcast priviliges do not embrace television rights since TV is a completely distinct medium. The decision, first of its kind, reversed a lower court's ruling.

The Supreme Court on Dec. 5 denied the request of KGHI, KARK Little Rock, Ark. and NAB for rehearing on its decision not to hear an appeal from the Arkansas Supreme Court on the radio station tax case. The Arkansas court in May had held valid Little Rock's city tax on radio stations.

Johnson Attacks FCC Practices

In Congress action was turned on FCC by an active Senate Commerce Committee which had at its helm radio-minded Sen. Ed C. Johnson, a Colorado Democrat. In a fiery attack in April on the Senate floor, he denounced the Commission for "prostituting" democratic principles by "scandalous, shocking, and disgusting" practices.

As the key legislator concerned with radio's business, Sen Johnson eyed clear channel problems, color TV, TV allocations, realignment of FCC's procedural methods and liquor advertising on radio and TV.

An original Johnson Bill (S 1626) included cease-and-desist orders, elimination of FCC's discretionary power to modify licenses and construction permits and incorporated a fraud section. Later in the year, it was watered-down to a reorganizational bill (S 1973) introduced in June by Sen. Ernest W. McFarland (D-Ariz.), which comprised some of the features of the old White Bill and certain parts of the Johnson measure.

The McFarland Bill, including provisions for deadlines on FCC's workload, was given a two-day hearing by the Senate Commerce unit soon after introduction. Industry sentiment in general was favorable although the Commissioners displayed a sharp conflict among themselves. FCC felt many of the suggested changes cumbersome and restrictive.

Bill Languishes In House Committee

Passing the Senate in August, the bill bogged down before the House Commerce Committee where it had silent opposition.

President Truman's inaugural on Jan. 20 was covered by an array of TV's cameras and microphones as well as the omnipresent AM-FM radio. Telecasts were pooled among all networks.

President Truman made two appointments of interest to the industry. Gordon Gray was named Secretary of the Army. Mr. Gray, president and publisher of the Piedmont Publishing Co., Winston-Salem, N. C. (WSJS Winston-Salem, the *Winston-Salem Journal* and *Twin City Sentinel* and head of WMIT (FM) Winston-Salem), took office June 20.

Mr. Gray

The President early in May nominated FCC Comr. Edward M. Webster for reappointment to a seven-year term. Action was delayed in the Senate Commerce Committee but he subsequently was confirmed by the Senate and sworn into office July 21.

Sheppard Bill On Station Ownership

A controversial issue was re-introduced with Rep. Harry R. Sheppard's (D-Calif.) bill to prohibit station ownership by either networks or manufacturers of electronics equipment. It marked time in committee.

Congress passed funds for the Census Bureau for the 17th decennial housing census to include a sampling of television and radio sets in U. S. homes.

Sen. Johnson, who urged the FCC to break down clear channels and maintain the power ceiling at 50 kw for stations in the AM band, introduced such a bill (S 491). It resembled a proposal he had made during the 80th Congress. It also was put on the committee shelf.

NAB in 1949 concerned itself with streamlining its broadcast services. Plans for an overhaul of BMB, a broadcaster-financed unit, came in January as BMB disclosed it had signed a total of 802 subscribers with 1,000 its goal.

First forward step was loan of NBC's research director, Dr. Kenneth H. Baker, to supervise its second nation-wide survey of station and network audiences. A second was to begin an intensive drive for new subscribers. Hugh Feltis resigned as BMB's president during the winter and Dr. Baker became chief. Mr. Feltis assumed general managership of KING Seattle on April 15.

Dr. Baker

During its annual convention in April, the NAB board came up with proposals to batten its hatches and prepare for the battle of advertising media. One of the board actions was a loan of $75,000 and a vote of confidence for BMB.

Another was creation of BAB, Broadcast Advertising Bureau, to begin June 1. It voted a formidable sum for BAB and named Maurice B. Mitchell, director of NAB's Broadcast Advertising Dept., to head the new unit.

Other matters which came up for NAB study were recording standards, its TV operation and overall reorganization.

A new BMB drive was launched in late April and by November received an endorsement from the Assn. of National Advertisers and the American Assn. of Advertising Agencies, two of three organizations governing the bureau. On Nov. 18, the BMB board voted to work with ANA, AAAA and NAB to continue its research under the plan proposed by the NAB board. Deadline for BMB's dissolution, set for the yearend, was put off until 1950.

Compliance with the NAB code, which was promulgated in 1948, became formal in May after a year for new contracts to be drawn. The networks also approved. NAB also was instrumental in circulating a U. of Chicago study which showed American listeners in favor of privately operated broadcasting.

Assn. of National Advertisers gave notice in late February that radio's rate structure would get top billing by a newly created radio and television committee.

A BROADCASTING survey in June found broadcasters generally had faith in NAB, particularly in President Justin Miller, who also had been lauded at the Chicago convention in April.

Radio Success Script Approved

The All-Radio Presentation Committee gave final approval on Aug. 25 to the shooting script of the industry-wide promotion film to dramatize radio result stories. Script was authored by Victor M. Ratner, CBS vice president in charge of advertising and sales promotion, who left the network in September to join Macy's.

During the year, NAB absorbed the Assn. of Women Broadcasters in March and the FM Assn. in December.

A. D. (Jess) Willard Jr., former WBT Charlotte, N. C., general manager who had held NAB's executive vice president job since 1945, declined an offer in August to head up NAB's Video Division after the executive vice presidency was abolished. He subsequently joined WGAC Augusta, Ga., as president and general manager.

Royal V. (Doc) Howard resigned on July 20 as director of NAB's Engineering Dept. and was succeeded by Neal McNaughten, who was serving as assistant director.

A new and more compact NAB appeared in August following a touching up of its internal components. In staff changes, G. Emerson Markham, station director, WGY Schenectady, became director of a newly formed NAB Video Division, and Forney A. Rankin, Judge Miller's international adviser, became director of the new Dept. of Government Relations.

NAB's Executive FM Committee studied Transit Radio and came up with findings in September that the FM broadcasting system was approaching the profit stage and attracting national advertisers in increasing numbers.

NAB also took an active part in international affairs. Announcing it would take careful view of NARBA negotiations, NAB protested the FCC's 540 kc proposal. At the same time, strong protests were voiced against Cuban and Mexican channel jumping and their failure to come to an understanding at the NARBA Montreal meeting.

Industry Cooperates In National Planning

Industry cooperated throughout the year with a communications advisory committee which worked hand-in-hand with the National Security Resources Board on national defense and tentative plans for mobilization.

On the labor scene, Television Authority, a new union made up of video talent, was formed Nov. 16 and immediately found itself in a jurisdictional fight with Screen Actors Guild and Screen Extras Guild over television films. George Heller, executive secretary of AFRA, was named president on Dec. 7.

In March, a rift broke out between IATSE (AFL) and NABET over television technicians. The jurisdictional squabble dealt with the question of which union had

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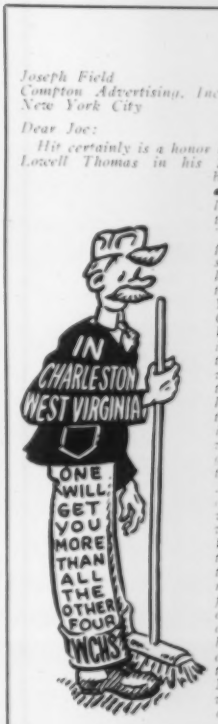
Joseph Field
Compton Advertising, Inc.
New York City

Dear Joe:

Hit certainly is a honor ter be carryin' Lowell Thomas in his 21st year uv broadcastin', an' I tho't y'ad like ter know thet yuh got 'im on th' best possible radio station in this here part uv th' country! Yessir, Joe, Charleston, West Virginny, is jest about tops in any way yuh want ter take it, an' hit really pays ter advertise in a place where people's got money in their pockets. An' hit pays doubly well when yuh advertises on WCHS, cause this here station gives yuh more lisseners fer oney half as much money as effen y'ad bought all th' other four stations in town! Now thet's worth knowin', ain't it, Joe?

Yrs.
Alay



WCHS
Charleston, W. Va.

(Continued from page 161)

the right to acquire TV technicians for membershp.

CBS and IBEW signed a pact in August; NBC and ABC signed contracts on May 11 with NABET covering approximately 1,000 engineers. Plan was offered in September for a merger of NABET with the Communication Workers of America (CIO).

A jurisdictional fight between actors on the one hand, and musicians on the other in September was joined by the Associated Actors & Artists of America which voted to support one of its member unions in a row with American Federation of Musicians. This was the occasion when the 4 A's international board defied the order of AFM President James C. Petrillo that no member of the union be permitted to join or remain a member of American Guild of Variety Artists, a 4-A union.

The NARBA agreement expired early in the spring. Negotiations to obtain a new agreement stalled as Latin delegates stood firm on assignments given to them prior to the third treaty conclave which was held in Montreal.

The Cuban bombshell came on Sept. 15 when island delegates called for a breakdown of clear channels. They urged a change to national channels to give unrestricted rights, within certain limits, to each nation. U. S. delegates rejected Cuban proposals in December, the month when the conference recessed.

Also on the international front, Argentina's Peron slapped a ban on broadcasts by foreign news correspondents; Voice of America was given a larger budget as it opened new plush penthouse studios atop the Interior Dept. Bldg. in Washington. Voice boosted its Russian language broadcasts in late April amid reports of increasing Russian attempts at jamming.

Ford Motor Co. began sponsorship of broadcasts of United Nations proceedings in July, setting a landmark in radio coverage.

A pooled "Golden Spike" telecast Jan. 11 marked extension of the Bell System's coaxial cable from Pittsburgh to Cleveland, bringing TV network service to a quarter of the nation's population. In March, AT&T predicted 13 cities would be added by the end of the year. Late in March, the company filed with FCC for 20 microwave radio relay links between Pittsburgh and Chicago to complete its New York-Chicago TV relay system scheduled for mid-1950. Cable and relay expansion started a network scramble for time allocations.

A brief but healthy fight which extended through spring and early summer was engaged in by RCA and Columbia Records Inc. over their 45 rpm and 33⅓ rpm disc offerings, respectively. Columbia publicly labeled the situation a "record war." By April, it was conceded the disc jockey would play the key part in determining public preference.

Million-Dollar Pact Signed With Goodman

Among big money transactions in the year: A 10-year contract in May for more than $1 million between WJZ-TV New York and Harry S. Goodman Productions, that city, for a quiz show package; sale in November of WNEW New York by Arde Bulova and associates to new corporation headed by William S. Cherry Jr., Rhode Island industrialist and broadcaster, for a gross in excess of $2 million, radio's biggest independent station deal.

Newell-Emmett Co., New York advertising agency with a $26 million annual billing and radio-TV user, re-formed at yearend as Cunningham & Walsh Inc. John P. Cunningham became president of the agency.

Death took a toll of broadcasting pioneers. Among them were Major Edney Ridge, president and general manager of the North Carolina Broadcasting Co., part-owner of WBIG Greensboro, on Jan. 13; Benjamin A. McDonald, general sales manager, Westinghouse Radio Stations Inc., on March 2; Morgan H. Sexton, general manager, KROS Clinton, Iowa, on March 27; Elmer J. Boos, vice president and treasurer, Crosley Broadcasting Corp., on May 3; Beauford H. Jester, Texas Governor and president and 50% owner, KWTX Waco, on July 11; G. W. Covington Jr., owner, WCOV-AM-FM Montgomery, WGWC Selma and WGWD Gadsden, Ala.; Ray C. Wakefield, former FCC Commissioner (1947), on Sept. 29; Harold B. Morrill, general manager, WLAW Lawrence, Mass., on Oct. 5; Eldon A. Park, vice president of Crosley Broadcasting Corp. and general manager, WINS New York, on Dec. 12.

1950

THE FIRST 9½ months of 1950 saw broadcasting once again moving with the nation toward a semi-wartime preparedness footing, with radio and television officially designated "the nerve system of civil defense" in the emergency security program which followed the Korean outbreak on June 25.

Radio time sales continued at a high level. Television kept up its fantastic rate of growth, despite the licensing freeze which seems likely to remain at least until mid-1951. NAB weathered a series of crises. A million-dollar "super-BAB" was projected to intensify radio's business-getting campaign.

Congress received bills to license networks, to forbid the broadcast of horse-race information, to ban alcoholic beverage advertising from the air—and enacted none. Efforts to negotiate a new NARBA to promote North American AM harmony have been and are still in progress. The decennial census was taken, preliminary reports showing a U. S. population of 150,520,000, with radio and TV set-ownership findings awaited. And FCC finally wound up the color television hearings—but not the color TV issue.

The Korean outbreak spurred radio and TV into action—and incidentally aroused some healthy fears of radio silence and TV blackouts, and of freezes, shortages and other restrictions reminiscent of World War II.

NAB won White House approbation for its steps to organize a Broadcasters Advisory Council, currently in the final phases of formation. A new radio manufacturing committee to help direct mobilization from a top policy level—the National Electronics Mobilization Committee—was formed in August by the Radio-Television Mfrs. Assn. and the National Security Industrial Assn. FCC sped its plans for a disaster communications service following the Korean crisis.

Early in August the Commerce Dept. placed radio and television on its list of "essential" industries, and in mid-September President Truman sent to Congress his masterplan for civil defense, designating radio and TV the "nerve system" which would inform and educate the public and give warnings if enemy attack is imminent.

Muir Incident Draws Quick Fire

The nation's heightening security mood also brought another type of problem, precipitated in late August when General Foods expelled Jean Muir from the *Aldrich Family* TV cast because of complaints that her name had been linked with Communist-front groups. In the ensuing controversy the American Federation of Radio Artists called for formation of a committee — probably including representatives of the networks and NAB, AAAA, AFRA, TV Authority and Assn. of National Advertisers—"to assure full security" against Communists and their sympathizers, and "at the same time preserve individual liberties."

Business-wise, 1950 saw the resurgence of spot business continue, with predictions that it will reach $125 million in 1950 after a record $112 million in 1949. Summer sales on the networks remained steady, and broadcasters generally —both AM and TV—looked forward to new fall sales records. Receiver production has moved substantially ahead of 1949's, with 8,750,000 radio sets turned out in the first eight months while TV output in the same period, estimated at 4,146,000, was already 1,100,000 above the full 1949 total.

Looking back, BROADCASTING-TELECASTING YEARBOOK in January estimated 1949 AM-FM-TV time sales at $460 million—an estimate later borne out by FCC's 1949 report, released in April, placing the overall total at $459.8 million, a 10.3% gain over 1948. The breakdown: AM-FM $426 million; TV $33.8 million. There was no sign of TV inroads on AM sales.

Fearing TV's future effect, however, the Assn. of National Advertisers' powerful Radio and TV Steering Committee stirred up a mid-summer flurry by launching a radio rate-cut campaign looking toward evening rate reductions ranging up to 55% on some AM stations in TV markets. But the four networks rejected ANA's invitation to confer, and the question was touched only lightly at ANA's late-September convention, with indications that the steering committee would continue its studies but that each ANA member would handle his rate negotiations as he sees fit.

The national network rating field was returned to a one-firm operation in February for the

FEW SALES STEM FROM VINEYARD (Ky.)!

Vineyard is a "gen-u-wine" Kentucky town—sweet, perhaps, but awfully low proof, and just too small for WAVE to cultivate. . . .

In fact, WAVE Bellows to just one Regal market — the Five Star, 27-county Louisville Trading Area. Here we really X-cel with a *big* market in which purchasing power is 41% above the State's average outside our Trading Zone!

So why not keep Mumm about Vineyard and squeeze your Gold Coin out of Louisville? Ask us or Free & Peters for the full case!

LOUISVILLE'S WAVE

NBC AFFILIATE . . 5000 WATTS . . 970 KC

FREE & PETERS, INC.
National Representatives

first time in about a decade, when A. C. Nielsen Co. acquired the national services of C. E. Hooper Inc. for an estimated $500,000. Mr. Hooper continued and expanded his operations at the local level.

Television, despite the freeze, continued to expand. AT&T's TV network facilities, which already reached 28 cities, were extended to an additional 14 on Sept. 30, and the telephone company was at work on a $20 million construction project approved by FCC in June to make coast-to-coast TV program service available by Jan. 1, 1952.

The number of TV stations on the air increased from 97 to 107, in 63 markets.

Plans for television's formal entry into the field of higher education this fall were announced in August when WWJ-TV Detroit and the U. of Michigan made arrangements for an experiment in home study on the university level, via TV.

Video's Effect Covered In Jordan Report

The debate over TV's effect on other attractions intensified as the medium expanded. Final results of an exhaustive study conducted by Jerry N. Jordan were released in May, showing that television does not hurt sports attendance after the first-year novelty wears off. Yet several football conferences "experimentally" banned live telecasts of this fall's games. Further research was slated, under the joint sponsorship of the networks and the National Collegiate Athletic Assn.

The pace of television's development was clearly evidenced when Gillette paid $800,000 for TV rights to the 1950 World Series—four times the 1949 figure—plus $175,000 for radio rights.

In the radio network field, Liberty Broadcasting System climaxed three years of expansion by initiating fulltime service as the nation's fifth network on Oct. 2. Progressive Broadcasting System, a new organization offering daytime shows to local stations only, announced the same week that it has completed arrangements with about 250 stations and will start full operation on Nov. 26.

NAB Board Meeting Sets Organization Changes

NAB has had its share of headaches and organizational changes.

In a February meeting at Chandler, Ariz., the board gave President Justin Miller far-reaching powers; authorized the appointment of a general manager as No. 2 executive; revoked an existing 12½% discount in dues and increased small station dues; abolished its Radio Division; authorized appointment of a station relations director; raised NAB's budget $100,000 to a total of $798,000, and voted to proceed with plans for a million-dollar audience measurement successor to BMB.

At the NAB Convention in Chicago in mid-April—a convention attended by almost 1,500 member delegates and stressing broadcasters' responsibilities — the board named William B. Ryan, KFI Los Angeles, to the general managership effective May 1 under a three-year contract. Broadcast Audience Measurement Inc. was incorporated that same week.

Mr. Ryan

A month after the convention, CBS resigned from the association, and two weeks later ABC followed suit, leaving NAB to face the problem of maintaining normal operations without the benefit of approximately $65,000 in dues from the two networks. At the June board meeting, the $798,000 budget was cut back to $706,000.

In the June meeting the board also reaffirmed its desire to separate BAB from NAB, with April 1951 as target date.

Maurice B. Mitchell, first director of BAB, resigned effective Aug. 15 to join the executive sales staff of NBC in charge of new AM business development—a post he left in September to become general manager of Associated Program Service. Hugh M. P. Higgins, of WMOA Marietta, Ohio, was named interim director of BAB.

Plans for creation of a super-BAB, headed by the best available executive in the broadcasting industry and backed by a million-dollar budget, were approved by the NAB board in early August.

B. Walter Huffington, WSAP Portsmouth, Va., was named NAB station relations director in May. He died suddenly on July 13, and was succeeded in October by John F. Hardesty, of the Public Affairs Dept.

Mr. Huffington

A feeling of harmony and confidence with the association management was evidenced in the series of district meetings which started in September.

Radio Mfrs. Assn. changed its name to Radio-Television Mfrs. Assn. and launched a search for a fulltime paid president under a reorganization plan approved at its annual convention in Chicago in June.

R. C. Sprague, Sprague Electric Co., was named chairman of the RTMA board and also succeeded R. C. Cosgrove as president pending selection of a paid chief executive. Bond Geddes, executive vice president and secretary for 23 years, retired to an advisory post Aug. 1 in line with plans announced earlier. James D. Secrest was promoted to secretary and general manager.

J. R. Poppele, WOR New York, was re-elected president of Television Broadcasters Assn. in February when TBA held its annual television clinic in New York, and in June the association launched a nationwide membership drive.

AT the board reception held during the ANA September meeting are (l to r): Andy Quale and Hugh Conklin, General Foods; D. H. O'Dell, assistant advertising director, General Motors; Hank Volle, advertising manager, A. E. Staley Mfg. Co.; Gerhard Exo, General Foods; William Brooks Smith, advertising director, Thomas J. Lipton, and chairman of the ANA Radio and Television Steering Committee.

No. 1 on FCC's 1950 agenda was the color television case. Hearings were completed in May and the Commission began its deliberations in early July. FCC's report came out Sept. 1, favoring the CBS system over those of RCA and Color Television Inc.

The Commission said it would hold up a pro-CBS decision on one condition—that manufacturers signify by Sept. 29 that they would build "bracket sets" capable of tuning CBS standards as well as present black-and-white. The set makers replied — some in sharp language—that they couldn't conceivably meet FCC's early November manufacturing deadline. The next move is FCC's.

Phonevision, Theatre TV Among FCC Problems

In other television fields, FCC in January announced plans for a hearing on theatre TV, and, in February, approved Zenith Radio Corp.'s request for a 90-day Phonevision test. This was to have started Oct. 1 but has been at least temporarily snarled by Zenith's inability to secure rights to top movies.

FCC in late July partially terminated the two-year-old proceeding based on the National Assn. of Radio Station Representatives' complaint against networks serving affiliates as advertising representatives. FCC ruled that existing regulations do not preclude such network activities, but left open the question of whether the regulations should be changed.

Several policy questions were raised by the Commission. A proposal to require forfeiture of permits for stations which are sold before program tests commence was announced in January and abandoned in October. Another January proposal — still undecided — dealt with the desirability of establishing a "uniform policy" toward applicants who violate anti-trust and other non-radio laws.

An all-out battle appears certain to develop over the Commission's Oct. 6 proposal posing the question of "temporary" rules to govern the amount of time TV stations may accept from any one network.

More favorably received by the industry were the antenna-site standards proposed in May to ease the perennial headache involved in getting CAA tower-site clearances.

An FCC hearing, length of which seemed likely to rival that of the color TV case, is the one involving news-slant charges against G. A. Richards (KMPC Los Angeles, WJR Detroit, WGAR Cleveland), in progress since June.

Petitions filed against transit radio service, coupled with a Muzak proposal for rules changes to permit it to pipe its music by FM instead of telephone lines, appeared headed for an FCC hearing—not yet called—which might go far toward shaping FM's future.

In Washington, the Public Utilities Commission stood firm on its ruling in favor of transit radio, and, when Transit Riders Assn. and others appealed, was upheld by U.S. District Court in June.

A number of long-established FM stations ceased operations during the first half of the year, including WTMJ-FM Milwaukee, WMIT (FM) Charlotte, KWK-FM St. Louis, WMAR-FM Baltimore and WKY-FM Oklahoma City. Though the pace of drop-outs has slackened, the number of operating stations dropped from 743 in January to 686 in October. Hoping to revitalize FM, a special five-man committee was formed in August in an FM meeting at NAB headquarters.

While FM's operating total declined, the number of AM stations on the air increased from 2,086 in January to 2,188 in October.

The year has seen the first in a series of FCC changes designed to put its staff on a functional foot-

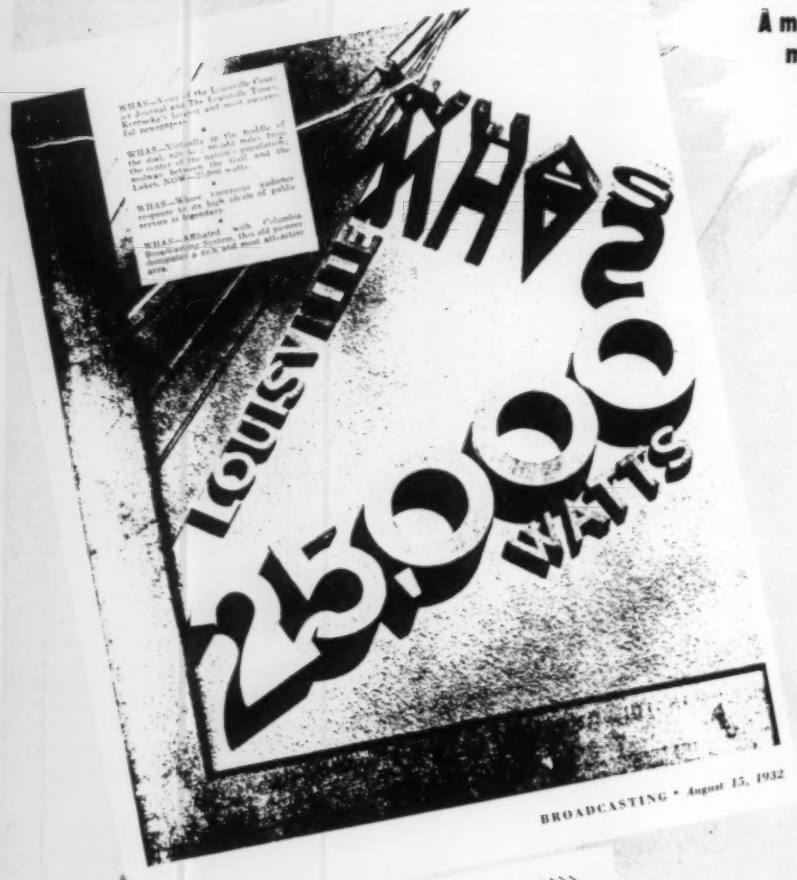
(Continued on page 168)

XUM

Promotion Panorama of

A montage of display advertisements which appeared in the semi-monthly issues of BROADCASTING—Broadcast Advertising* during its first year—Oct. 15, 1931-Oct. 1, 1932.

**still copyrighted*


WHAS—Voice of the Louisville Courier-Journal and The Louisville Times, Kentucky's largest and most successful newspapers.
WHAS—Virtually in the middle of the dial, WHAS is actually midway between the center of the nation's population, midway between the Gulf and the Lakes, NOW—
WHAS—Where consistent audience response to its high ideals of public service is legendary.
WHAS—Affiliated with Columbia Broadcasting System, this old pioneer (incorporated 4-6-25) and most all-quarter area.
LOUISVILLE WHAS
250000
WATTS

BROADCASTING • August 15, 1932

Page 4

Radio's Most Powerful Voice!

WSM

NASHVILLE, TENNESSEE

50,000 WATTS

NATIONAL CLEARED CHANNEL
650 KILOCYCLES

To the advertiser W S M guarantees intelligent and efficient sales and merchandising cooperation.

In the interest of the listener W S M continues the same friendly, high-class program which has made it "The Favorite Station of the South."

WSM

50,000 Watts 650 Kilocycles N. B. C. Network

Owned and Operated by
The National Life and Accident Insurance Company
INC.

BROADCASTING • September 15, 193

There is
SOMETHING NEW
In Station Representation!

Of course you will want to know about the new plan that ADVERTISERS RADIO SERVICE, Inc. is offering to a limited number of radio stations.

A few more of the better stations may still take advantage of our sales and sales promotion facilities. No commissions, no brokerage ...

Drop in to
Advertisers Radio Service, Inc.
Headquarters: Room 226, Statler Hotel
Detroit, Mich.

during the Convention and Mr. William G. Rambeau will be glad to give you complete information.

Page 23

October 15, 1931 • BROADCASTING

STATION MANAGERS »»

This FREQUENCY MONITOR is the answer to General Order 116

which requires you to install an accurate and approved frequency standard independent of your transmitter. The General Radio frequency monitor meets all requirements of accuracy, convenience, and price. Here are six good reasons for installing General Radio equipment:

1 CONTINUOUS MONITORING ■ ■ Both the precision crystal oscillator and the deviation indicator operate continuously so that the transmitter frequency can be checked at any instant without throwing switches or making an adjustment of any kind.

2 ALL VISUAL INDICATION ■ ■ The large meter shows quarter cycle deviations as well as amount of a frequency drift. Simple to read the dial.

3 ACCURACY GUARANTEED ■ ■ An accuracy much more than sufficient to meet government requirements is guaranteed.

4 NEW CRYSTAL CIRCUIT ■ ■ A new circuit, which we believe to be more stable than any other, reduces frequency variations to ± .5 cycles even when tubes are changed.

5 ALL ELECTRIC SYSTEM ■ ■ No moving parts except the meter thermostat, thermostat relay, and the motor itself.

6 BACKED BY 15 YEARS OF EXPERIENCE WITH FREQUENCY MEASURING EQUIPMENT ■ ■ The United States and the governments of Great Britain, Canada, Holland, Russia, and Japan are among our customers for precision frequency standards.

ASK YOUR CHIEF ENGINEER

We have sent him complete details. We'll send another "Frequency Monitor Bulletin" at mail if he hasn't one. Address Department G.

WE CAN SHIP FROM STOCK

everything but the made-to-order crystal

PRICE **$550** COMPLETE
Less 5 Tubes

Order Now!

GENERAL RADIO COMPANY
CAMBRIDGE A, MASSACHUSETTS

Page 25

Reproduced from November 1, 1931 BROADCASTING

IF YOU ARE INTERESTED IN

The Iowa Market

We Are in Position to Give You

Certified Facts

regarding the coverage of

WMT

Write for detailed information

The Waterloo Broadcasting Co.
WATERLOO, IOWA

PROFESSIONAL DIRECTORY

JANSKY and BAILEY
Consulting Radio Engineers
Commercial Coverage Surveys
Antenna Engineering
Station and Studio Installations
Engineering Management
National Press Bldg. Wash., D. C.

T. A. M. CRAVEN
Consulting Radio Engineer
National Press Building
WASHINGTON, D. C.

CARL H. BUTMAN
Radio Consultant
National Press Building
WASHINGTON, D. C.

XUM

BROADCASTING'S Early Thirties...

KYA.... where San Francisco Dials Stop More Often —and Stay Longer

THE people of San Francisco and its immediate territory are high in their praise of KYA. This station is first in strictly local listener interest in San Francisco. KYA is a regional station, and its programs are built by people who understand the program desires of the listener. That is why it has gained and retains listener preference in this area.

The listener preference of KYA is your assurance of advertising results. The sales messages from this station are accepted in the [illegible]es of our listeners who have learned to depend on this [illegible]n for programs that are sincere. This listener preference means immediate profitable results for your product. Let this station deliver your message throughout this responsive territory. Our program department will be pleased to assist you. Write or wire for rates, coverage data, etc.

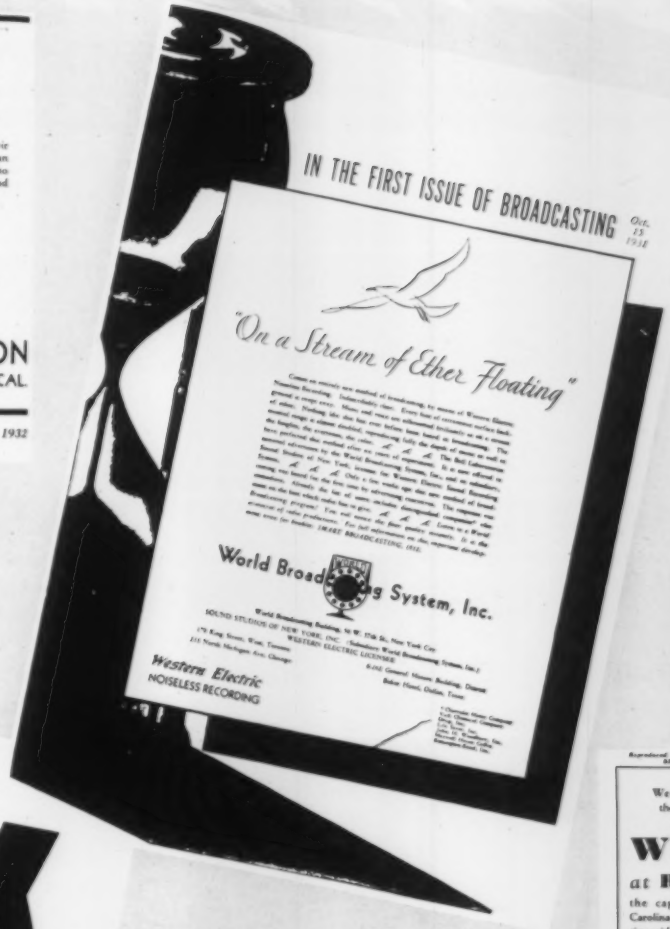
Electrical Transcriptions

We are equipped to handle programs by electrical transcription using WESTERN ELECTRIC single or double turntables, 33 1/3 and 78 r.p.m.

PACIFIC BROADCASTING CORPORATION

988 MARKET STREET — 1000 Watts .. 1230 Kilocycles — SAN FRANCISCO, CAL.

EDWARD McCALLUM, Manager



WJR

Announcing an increase in Power to 10,000 WATTS

Here is preference that alert advertisers are quick to use to widen markets for their goods and service. The technique is simple enough—closely parallel, in fact, to your procedure in other mediums of advertising.

And WJR has a wealth of advantages. More Power than all Michigan stations combined. Only exclusive cleared channel in Michigan. A full time station, operating 19 hours a day. Reaching a market of 3,000,000 Listeners in an area of 150 miles of primary territory. At a lower cost than any other medium.

Only Exclusive Cleared Channel in Michigan

The Golden Tower of the Fisher Building

THE GOODWILL STATION, Inc.
DETROIT

Reproduced from October 15, 1931 BROADCASTING

We don't claim the World— BUT

WPTF at **Raleigh**

the capital of North Carolina, is the only station within a radius of 90 miles.

•

National, Local and NBC Chain Clients have been using this station with profit—Why not investigate?

•

1000 WATTS
Western Electric Radio and Reproducing Equipment

WCAE
INCORPORATED
Pittsburgh, Pa.

Place Your
SPOT PROGRAMS
Where they will Produce Results
Electrical Transcriptions
OVER
WIP-WFAN
500 WATTS—610 KILOCYCLES

PHILADELPHIA'S PREMIER STATION
reach a potential audience spending 2 Billion Dollars Annually
WIP-WFAN uses the most modern Western Electric Apparatus
100% Modulation
33 1/3 and 78 R.P.M. Turn Tables
SEVERAL VERY DESIRABLE PERIODS ARE NOW OPEN
RATES ARE ATTRACTIVE
Write or wire immediately for reservations.
WIP-WFAN Broadcasting Co.
Philadelphia, Pa.

XUM

Promotion Panorama of

A montage of display advertisements which appeared in the semi-monthly issues of BROADCASTING—Broadcast Advertising* during its first year—Oct. 15, 1931-Oct. 1, 1932.

**still copyrighted*

COMPLETE COVERAGE
of the WEALTHY
HIGH PURCHASING CAPACITY
MARKETS of
MONTREAL

Montreal and its immediate suburbs have a population of over a million and a quarter people. At the head of tidewater on the St. Lawrence River, Montreal is commercial and industrial metropolis of Canada and presents a concentrated market of unusually responsive purchasing power.

Montreal has 104,705 English families and in addition has 125,646 French families of whom it is conservatively estimated that 65% speak and understand English . . . the predominant and essential language of trade and commerce.

The real wealth of the Montreal markets is in these English and English speaking families. They have money to spend, have many and varied needs. Tell them about your products over CFCF and VE9DR.

SEND FOR BOOKLET

Here you will find the complete story of CFCF and its coverage, plus of VE9DR, Canada's highest powered Short Wave Station. VE9DR operates in conjunction with CFCF and broadcasts your message to all parts of the world without extra charge. Write for booklet.

Associated Station National Broadcasting Company—RED or BLUE Networks.

CFCF MONTREAL: CANADA
and short wave station
VE9DR

OWNED AND OPERATED BY
CANADIAN MARCONI COMPANY, MONTREAL, CANADA

Page 3

May 1, 1932 • BROADCASTING

CALL LETTER SIGNIFICANCE—

WE told the curious, in the early days of radio, that WMAQ meant "WE MUST ANSWER QUESTIONS."

MANY years—ten, to be exact—of earnest attention to business have shown our listeners that WMAQ stands for "WE MAINTAIN ABSOLUTE QUALITY."

ALL careful advertisers insist upon a station with Quality Programs because Quality Programs mean Quality Listeners.

QUALITY is our keynote—NO one-minute announcements; NO phonograph record commercials; NO long-winded advertising plugs; but a Daily Parade of Quality Features.

That is why

THE WMAQ AUDIENCE IS A BUYING AUDIENCE

▼

For rates and particulars, write or wire

WMAQ

Daily News Plaza, 400 W. Madison St., Chicago, Ill.

February 15, 1932 • BROADCASTING

Reproduced from October 15, 1931 BROADCASTING

first
in North Carolina
and South Carolina

• • in power

WBT's 5000 watts makes it the most powerful station in the Carolinas. 100% modulation, full time and clear channel gives fullest audience assurance.

• • • prestige

Pioneer radio broadcaster of the South, WBT has grown to its commanding position with a loyal audience constantly increased in its varied and colorful program schedule.

• • • market

Strategically and centrally located to serve the rich Piedmont section of the Carolinas, concentration point of wealth and population.

Here is a market well worth conquering! Rich, responsive, compact, it offers tremendous possibilities to manufacturer and advertising agency. Lacking only in the razor-edged competition of metropolitan markets, the Piedmont Carolinas offer large rewards to aggressive invaders of commerce!

WBT's equipment and staff is competent to effectively promote any commodity; its executives are capable in creating broadcast advertising plans and programs productive of gratifying sales records. Get the details . NOW!

Station WBT, Inc.

Key Station of the Dixie Network of the Columbia Broadcasting System
Wilder Building Charlotte North Carolina

BROADCASTING • Broadcast Advertising

Page 54 • October 15, 1931

A Million Dollar Market For Advertising—
At 500 Watt Rates

Population 671,044 — $284,955,000 Bank Deposits

Consistently Covered By

Basic Outlet of the Columbia Broadcasting System

WOKO
ALBANY, NEW YORK

Full Time Operation — W. E. Tranacription Equipment

A Dozen Cities Concentrated in a 25 Mile Area—At 500 Watt Rates
And Remember, the State of New York's payrolls have not been cut.
The Capitol District of The Empire State can still spend!

Page 21 BROADCASTING • March 15, 1932

A UNIQUE
RADIO SITUATION
IN
OMAHA

In the Omaha Council Bluffs area KOIL is the favorite station of 61% of the total listeners. You are the stations that can boast of such leadership.

This great popularity accounts for KOIL's amazing pulling power.

A large market with money to spend in Omaha-Council Bluffs. (Figures above retail sale now 90.4% normal.) Its only full-time station of 1000 watts or over is KOIL. Write for new low rates.

Affiliated with NBC's Blue Network

KOIL
OMAHA
THE TEST STATION

"Voice of Ingenuity—the World's Best Balance"

COMMERCIAL DEPT. • OMAHA, NEB.

IS YOURS
a "drygoods" studio?

These are a few of the stations which have combined Acoustex and Sound Insulation with beautiful interiors:

WBRC, WNAC, WBEN, WDOD, KYW, WJKS, WBBM, WMAQ, WENR, NBC (Chicago & New York), WHK, WCFL, WHFC, WCHL, KMBC, WIBA, WCCO, WMCA, KQV, KWK, KMOX, KLX, WBZ, WWVA, WTAG, WGAO.

USG Specializes in Studio Design

Sound Absorption	*Sound Insulation*
Acoustone	Floors
Acousteel	Ceilings
Sabinite "A"	Walls
Sabinite 18	Doors
Machinery Isolation	

USG

Send for Complete Information

UNITED STATES GYPSUM COMPANY
102 W. ADAMS STREET
Chicago, Illinois.

BROADCASTING'S Early Thirties...

Reproduced from October 15, 1931 BROADCASTING

CREAM of the
NEW ENGLAND
COVERAGE

Every other home in the New England States owns a radio —according to the United States Census Bureau. This figure is as of April 1, 1930. In the eighteen months that have elapsed since that date, the proportion of radio-owning families has substantially increased.

This rich, responsive market has proven a profitable territory to local and national advertisers. This is evident by the exceptionally large number of WCSH advertisers on renewed contracts.

Southern Maine and Eastern New Hampshire are among the richest concentrated population areas in all New England. They are the areas dominated by ___

WCSH Portland, Maine

Affiliated with the NBC Basic Red Network

1000 Watts .. . Full Time .. .. 940 Kilocycles

Owned and Operated by the CONGRESS SQUARE HOTEL CO.

Page 72 • October 15, 1940 BROADCASTING • Broadcast Advertising

Reproduced from November 1, 1931 BROADCASTING

The only chain affiliated station in Washington taking electrical transcriptions.
SPOT YOUR SPOT BROADCASTING OVER
WMAL
Washington, D. C.
500 Watts 630 K. C.
The station that completely covers that area of the United States that rates 4th in radio population percentage (U. S. Census).

Reproduced from November 1, 1931 BROADCASTING

"Voice of the Alleghenies"
WFBG
ALTOONA, PA.
Near the Famous Horse Shoe Curve

COVERS CENTRAL PENNSYLVANIA with population area of 500,000.
IN THE HEART of rich farming, railroad and mining section.
LOCAL STATION that gives only reliable service available in a forty mile radius.
Equipped with 33 1/3 and 78 r.p.m. turntables.

Reproduced from November 1, 1931 BROADCASTING

EQUIPPED FOR THE ROAD — FIELD CAR EQUIPMENT AND PERSONNEL

READY TO DETERMINE
THE COVERAGE of YOUR STATION

SCIENTIFIC methods for accurately measuring the coverage and "potential audience" of broadcasting stations are now available. These involve surveys in the field which determine both reception conditions as well as the strength of signal produced throughout the area served.

Our work is based on field experience with the problems of broadcast coverage, which dates back to the beginnings of broadcasting itself. The uniformity and impartiality with which we conduct our studies and computations result in a degree of accuracy never before obtainable and not capable of approach by other methods.

From field studies on your station we prepare a "CERTIFIED COVERAGE REPORT" analyzing both primary and secondary coverage data on the basis of United States Census Bureau population and receiving set figures.

THE NET RESULT IS ACCURATE COVERAGE DATA WHICH WILL COMMAND THE CONFIDENCE OF THE ADVERTISER.

We will be glad to supply further information together with copies of coverage reports based on surveys we have already made.

Uniform Standardized Methods of Measurement Impartially Applied to all Broadcasting Stations

JANSKY & BAILEY
NATIONAL PRESS BUILDING. WASHINGTON, D. C.

Page 46 • October 15, 1940 BROADCASTING • Broadcast Advertising

50,000 WATTS
WCAU
PHILADELPHIA
announces the
OPERATION
of its
NEW 50,000 WATT TRANSMITTER
SEPTEMBER 15, 1932

NEW RATES EFFECTIVE OCTOBER 1, 1932

Rate Card Upon Request

September 15, 1932 • BROADCASTING

NOW MORE THAN EVER

It is necessary to employ every ounce of experience and skill to make advertising pay—particularly radio advertising.

A. T. Sears & Son, Inc., make it possible for agencies to offer their clients efficient, effective service on radio accounts, without a dollar additional cost and without adding to their personnel. We maintain up-to-the-minute information on radio stations all over the country on markets and listener habits.

Use this information. Take advantage of Sears' Service; which, for many years, has been recognized as the last word in radio station representation. It includes, if you wish, the complete preparation and production of electrical transcription programs.

A. T. SEARS & SON, Inc.
Radio Station Representatives
520 N. Michigan Ave. Chicago, Ill.
Offices in Principal Cities

Page 26

NOW AVAILABLE - - THE FIRST SURVEY OF ITS KIND IN THE HISTORY OF RADIO...

WCLO's southern Wisconsin - northern Illinois

MARKET SURVEY

ENDORSED BY EDGAR H. FELIX—SEE PAGE 44 OF JUNE 9 ADVERTISING AND SELLING

Now . . . a new authentic way to buy advertising . . . to increase coverage with today's conclusive proving grounds for the listener. Write for your free copy. See how WCLO covers the richest markets. What coverage, Illinois analyzed, with astonishingly listener preference data. See how WCLO prospers via fan interest with the area. This listener survey tells the whole story and tells it honestly. Write for your copy.

HAVE YOU INVESTIGATED THE NAPG?

NATIONAL ADVERTISER'S PROVING GROUND

WCLO is affiliated with the Janesville Daily Gazette and has facilities to offer complete merchandising service and counsel. Assistance will be gladly given for thorough merchandising of your product or service.

WCLO RADIO CORPORATION
100 Watts Janesville, Wisconsin 1200 Kc.
LATEST WESTERN ELECTRIC TRANSMITTER

BROADCASTING • July 1, 1932

Page 3

HEADS of delegations to NARBA Conference pose at opening plenary session Sept. 6 (l to r): Kenneth R. Ingraham and Alan D. Hodgson, Bahamas and Jamaica; Dr. Miguel A. Herrera, Dominican Republic; Dr. Jose Ramon Gutierrez, Cuba; Capt. John Cross and FCC Comr. Rosel H. Hyde, United States; Commander C. P. Edwards, Conference chairman, of Canada; Miguel Pereyra and Arturo Melgar, Mexico; G. C. W. Browne, Canada, and Conference Secretary Jean Millot.

1950

(Continued from page 163)

ing. The Common Carrier Bureau was set up in March; the Safety & Special Services Bureau in July. Yet to come: Broadcast Bureau, and Field Engineering & Monitoring Bureau.

Comr. George E. Sterling, whose term expired June 30, sailed through a Senate commerce committee hearing and won unanimous confirmation for a full seven-year term.

Comr. Sterling

A number of major station sales have occurred. A new firm headed by William S. Cherry Jr., chief owner of WPRO-AM-FM Providence, acquired WNEW New York from Arde Bulova and associates for $2 million in a transfer approved in January. The *Dallas News*' WFAA bought KBTV (TV) Dallas for $575,000-plus in March, and KLEE-TV Houston was sold by W. Albert Lee to the *Houston Post's* KPRC-AM-FM for $740,000 June 1.

Atlanta Newspapers Merge Radio Properties

In Atlanta, merger of the powerful *Atlanta Journal* (WSB-AM-FM-TV) and *Constitution* (WCON-AM-FM-TV) was announced in March. WOIC (TV) Washington was bought by the *Washington Post's* WTOP (45% owned by CBS) from General Teleradio, operator of WOR-AM-FM-TV New York, for $1,400,000 in July. General Manager Harry Maizlish became chief owner of KFWB Los Angeles in late September when he and Lansing Foundation bought the station from Warner Bros. for $350,000.

What presumably would be the year's biggest money transaction, however, involved the Don Lee Network, a part of the estimated $9 million estate of Thomas S. Lee, who died in a fall in January. The estate was offered for sale, and when bids were filed Oct. 6 there were two—one by General Tire & Rubber Co., which owns Yankee Network, and one by a syndicate including Industrialist Edwin W. Pauley, Hoffman Radio Corp., a group of West Coast businessmen and bankers, and WOR New York.

Internationally, NARBA was in the limelight in February and March, when U.S. and Cuban delegations met in Havana in an unsuccessful attempt to smooth out their AM allocations differences, and again starting Sept. 6 when the overall NARBA sessions which convened in Montreal in 1949 were resumed in Washington.

On the national level, a board review of the government's communications policies and government and industry frequency uses—with a hopeful eye toward saving spectrum space and effecting economies in the communications field—was initiated by President Truman in February by creation of the President's Temporary Communications Policy Board, headed by former FCC Comr. Irvin Stewart.

'Lorain Journal' Hit In Anti-Trust Suit

In the courts, the U.S. Supreme Court upheld the generally established American standard of free speech in reporting crime news when it refused, in January, to review a 1949 Maryland court ruling against the so-called "Baltimore Gag Rule."

In the first case of its kind, a federal court in Cleveland ruled in August that the *Lorain* (Ohio) *Journal* was guilty of anti-trust actions against WEOL-AM-FM Elyria-Lorain, and the Justice Dept. came back with a proposed decree containing far-reaching terms almost certain to be appealed if the Cleveland court accepts them.

In Pennsylvania, the State Board of Censors lost—and television stations won—another round in the battle over censorship of TV films when the Third U.S. Circuit Court of Appeals ruled in September that states have no such censorship rights.

Another Federal court in Philadelphia dismissed a political libel suit against KYW Philadelphia in March, holding that a broadcaster is not liable for libel contained in an uncensored political speech.

Chief radio legislation enacted in 1950 stemmed from the increasing security mood of Congress.

To help carry the U. S. story abroad, the State Dept.'s Voice of America received a record appropriation of nearly $60 million, including $2.8 million to purchase and distribute receiving sets in Communist and other "critical" areas, as Brig. Gen. David Sarnoff, board chairman of RCA, had advocated in Congressional hearings during July.

A 10% excise tax on TV sets, defeated by industry earlier in the year, was authorized in September. A far-reaching Communist control bill, also enacted in September, included a requirement that Communist and Communist-front organizations put a Red label on any broadcasts they sponsor.

The McFarland Bill to reorganize FCC procedures (S-1973), already passed by the Senate, was passed again in July as an amendment to another bill, but died in the House commerce committee after August hearings at which FCC opposed the measure.

PERHAPS the oldest active time salesman in radio today, Ben Wolff (r), 83, still gets his share of contracts at WFOX Milwaukee. Charles Lanphier, president and general manager, extends warm congratulations.

The President's plan to reorganize FCC in line with the Hoover Commission proposals, vesting greater authority in the FCC chairman, was killed by the Senate in May. Proposals to levy fees for services rendered by various government agencies — including FCC—were revived in March and received intermittent attention thereafter, finally being referred to the various committees for further study next year.

The so-called Condon Committee filed its color TV report with the Senate commerce committee in July, about the time FCC commenced its color deliberations.

Many Radio Measures Left Unenacted

A Justice Dept. anti-gambling bill which would have forbidden the broadcast of horse-race information, a network-licensing bill sponsored by Rep. Harry Sheppard (D-Calif.); one by Sen. William Langer (R-N.D.) to prohibit interstate advertising of alcoholic beverages, and one by Rep. George Sadowski (D-Mich.) to create a high-level communications policy board were among the 1950 measures left unenacted.

Death, as always, took its toll. Its victims included Frank R. McNinch, 1937-39 FCC chairman, who died Feb. 20; Col. George C. Johnston, for more than two decades chief owner of WDBO Orlando, Fla., on April 29; J. Fred Johnson Jr., on May 2, a month after he became chief of FCC hearing examiners; John G. Wilson, executive vice president of RCA Victor Div., on June 1; John Shepard 3d, founder of the Yankee Network, on June 11; Clyde P. Scott, general manager of KECA-AM-FM-TV Los Angeles, on June 13; Herman Bess, vice president of WPAT Paterson, N. J., who had been active in New York radio for a quarter of a century, on June 29; Charles Hammond, NBC vice president in charge of advertising and promotion, on June 30; John J. Gillin Jr., president and general manager of WOW-AM-FM-TV Omaha, on July 18; Austin E. Lathrop, Alaska industrialist and president of KFAR Fairbanks and KENI Anchorage, on July 26; G. A. C. Halff, chairman of the board of WOAI-AM-TV San Antonio, on Sept. 11.

Anniversary Open Mike

(Continued from page 66)

ciates probably has done more than any other single factor to help me intelligently use from day to day whatever I have learned about broadcasting and telecasting.

The industry and all of us in it owe much to BROADCASTING-TELECASTING for its intensely authentic reporting of industry affairs throughout the years. We owe even more to you for your fearless editorializing on many problems that have beset our industry. Never stop!

My very best personal wishes for the next twenty years.

Clair R. McCollough
President
The Steinman Stations

* * *

EDITOR, BROADCASTING:

There are many milestones in the development of radio, and this one provides another occasion to congratulate the industry on its amazing development and progress.

Robert McLean
President
The Evening Bulletin-The Sunday Bulletin
Philadelphia
(Owner WCAU-AM-TV)
(President, Associated Press)

* * *

EDITOR, BROADCASTING:

I note with interest that BROADCASTING will celebrate its 20th anniversary this October. Twenty years is a relatively short period of time in most industries but it almost covers the entire period of commercial broadcasting as we know it, and the history of commercial broadcasting is splendidly recounted within the pages of BROADCASTING.

BROADCASTING under your guidance has served the industry well. It has given complete and accurate information and I take pleasure in joining with your many friends in wishing you and your staff continued success.

Neville Miller, Esq.
Miller & Schroeder
Pres. Federal Communications Bar Assn.
(Former Pres., NAB)

* * *

EDITOR, BROADCASTING:

As president of Radio Pioneers, I am delighted to welcome BROADCASTING into the twenty-year group of pioneers. All of us who have survived the pioneering era of broadcasting are familiar with the many fine contributions to the progress of our industry made by the publisher and editors of BROADCASTING.

Sol Taishoff individually deserves our praise and our appreciation for his stalwart defense of the industry and a free radio. His publication has kept full pace with the technical, economic and social advances of radio in the last twenty years.

I am sure everyone joins me in extending our best wishes for the future to him and to the entire editorial staff with every confidence in their continued service and success.

Frank E. Mullen
President
Radio Pioneers
New York

* * *

EDITOR, BROADCASTING:

BROADCASTING in a very real sense has grown up with the radio industry during the past two decades. It has faithfully chronicled this growth and now is just as accurately covering an era which historians may call the Age of Television.

BROADCASTING as a trade magazine of the industry has not been only a trusted reporter of developments in the field; it has been more than that. Through its editorial columns it has served both as the staunchest friend of the radio and television industry and as its severest critic. If it had not successfully served in this capacity, I would not have this opportunity to salute BROADCASTING with a "well done" on its 20th Anniversary.

I know I speak for the entire industry when I say that the courage and purpose you have shown in the past two decades are the ideal guides to your continued success in the years ahead. Good luck and best wishes.

Edward J. Noble
Chairman of the Board
ABC

* * *

EDITOR, BROADCASTING:

Of all the various enterprises with which I have been engaged in my business career, I believe I have found more continuous interest and satisfaction in my associations in the broadcasting industry. I believe that radio makes a substantial contribution to the life of the cities and states in which it operates by bringing its citizens many constructive entertainment and educational features.

My first association with radio began very shortly after BROADCASTING's founding, and I have watched with interest and approval your efforts toward the sound development of the industry by your coverage of its week-to-week activities. I wish for you the greatest continued success as we go forward into the new era of television.

Edward Lee Norton
Member, Board of Governors
Federal Reserve Board
(Chmn. of Board, Voice of Ala. Inc. and Florida Broadcasting Co.)

* * *

EDITOR, BROADCASTING:

It is a particular delight for me to salute BROADCASTING on its 20th anniversary. I recall reading your first issue from cover to cover—and I never abandoned the practice during the past two decades.

BROADCASTING, like the industry

(Continued on page 172)

COLUMBIA BROADCASTING SYSTEM, INC.
485 MADISON AVENUE, NEW YORK 22, N.Y.
PLAZA 5-2000

FRANK STANTON
PRESIDENT

September 29, 1950

Dear Sol:

Congratulations from CBS on BROADCASTING's twentieth birthday.

It occurs to me that we've grown up together in radio, for CBS was a youngster of only three when you arrived on the scene. And we've seen some wonders together; the headlong growth of an industry that is not only an impressive business enterprise, but an enormous social force

Together we have watched radio penetrate the country, and in this penetration link the American people in a common community of interest.

And we have watched radio move beyond our national boundaries to become an international medium of exchange, offering great hope for better understanding between nations throughout the world.

I think you have every reason to be proud of the part BROADCASTING has played in charting and reporting this great American adventure.

And now we're watching another young giant, television, take its first seven-league strides. I'm confident that all of us can continue to look to BROADCASTING for the important news, information and opinion in television as in radio; and that the next twenty years will be even more useful and rewarding ones for both of us.

Sincerely yours,

Frank

Mr. Sol Taishoff, Publisher
Broadcasting
National Press Building
Washington 4, D. C.

THE SECRETARY OF COMMERCE
WASHINGTON 25

Mr. Sol Taishoff
Editor and Publisher
Broadcasting
National Press Building
Washington 4, D. C.

Dear Mr. Taishoff:

As your news magazine Broadcasting goes into its twentieth year, the radio industry continues to increase its importance in the lives of our citizens. During the past two decades many amazing improvements have been made in radio transmission and reception.

Today it is more important than ever before to satisfy the public thirst for news, entertainment, culture, and especially for enlightenment on topics which affect the destinies of all of us. I know that the radio and the relatively new television industry will work hard at the job of furnishing our citizens with facts and informed opinion. Democracy thrives in the bright light of truth. By furnishing the truth the radio industry can help keep us free.

Sincerely yours,

Secretary of Commerce

XUM

CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Opportunity for sales organization manager, WNEW type operation, independent station experience, car, necessary. 1000 watt fulltime up-state New York station going 5000. Write full qualifications. Box 576F, BROADCASTING.

Station manager, newspaper owned MBS outlet, 15,000 Nebraska town. Prefer good commercial man, fully experienced. Will share profits with man who proves himself. Permanent. Box 601G, BROADCASTING.

Experienced radio man to take charge production, programming, etc., do some selling, local fulltime station in growing east coast community of 15,000. Opportunity to buy interest requiring 5-6 thousand. Will stand full investigation. Reply fully in confidence. Box 603G, BROADCASTING.

Opportunity to invest in and manage 250 watt station midwest town 15,000. Present owner has other business interests. Good deal for right man. Box 625G, BROADCASTING.

Help wanted. Commercial manager, capable of acting as general manager. Outstanding opportunity, with brilliant future in large major eastern market for man who can give references as to selling ability. Box 695G, BROADCASTING.

Salesmen

Progressive local station wants aggressive salesman. Permanent to right man. Must have car. Salary and commission. East coast. Immediate. Give full details and picture. Box 604G, BROADCASTING.

Experienced, reliable, effective salesman for California network station in medium sized market. Lucrative proposition for producer. Minimum competition. Box 715G, BROADCASTING.

Salesman capable of writing own copy. Permanent. Leading station eastern city 70,000. Salary plus incentive arrangement. Give full particulars, references. Box 720G, BROADCASTING.

Southern salesman, a man currently employed in a southern station is wanted for a responsible sales position with a growing, aggressive organization. Must be experienced, friendly, able to overcome being "out-of-towner," able to travel to southern city for interview at own expense. Salary, car allowance, plus commission. Send photo and full particulars with reply to Box 730G, BROADCASTING.

Advertising salesman, include references and snapshot in letter of application to KVOC, Casper, Wyoming.

Salesman, experienced. Starting salary $125.00 per week plus commission. Do not apply unless you can produce billing records of present or previous employment. 5000 watt ABC affiliate, WMAW, Milwaukee, Wisconsin.

Announcers

Network affiliate Rocky Mountain area has opening for announcer-copywriter. Send transcription and full details with first letter. Box 909F, BROADCASTING.

Announcer, first class ticket, small town, southwest. Must be good. Experienced. We want quality. Box 675G, BROADCASTING.

50,000 watt southern station need a No. 1 newscaster, able to gather and write for toprated periods. Our newscasters are tops so we need a top man. You must write and broadcast. Send all details first letter, including disc, picture and samples of writing to Box 686G, BROADCASTING.

Experienced announcer, handle news and straight shift with ability to run tables and console. Midwest NBC affiliate. Box 733G, BROADCASTING.

Help Wanted (Cont'd)

Combination announcer-engineer. Good working conditions. Top salary. Housing no question. Wire Box 704G, BROADCASTING.

Announcer-engineer, top quality experience announcers. Box 724G, BROADCASTING.

Announcer with ticket. One year experience announcing. Start $225 raise in six months. Phone or wire J. B. McNutt, KBUD, Athens, Texas.

Announcer-engineer needed immediately. Must have had two or more years experience announcing and handling all types programs. Average-to good-combo men not wanted, as this job is open only to top talent. Pay is in full accord. Must show stability and a good record of service which will stand inspection from the station where you are now employed. Air mail qualifications including draft or reserve status to KNCM, Moberly, Missouri.

Wanted. Combination announcer-engineer. Send all details and disc to WBHF, Cartersville, Georgia.

Combination announcer-engineer, send history, picture, disc, minimum starting salary, references, draft status. H. R. Winsor, WBYS, Canton, Illinois.

WGCM, Gulfport, Mississippi, has opening for experienced announcer, send complete information and audition disc.

Hill Billy DJ, engineer, will pay high salary if you have first phone and the personality to run a top hill billy DJ show, in one of south's richest rural markets. Rush disc, tape or wire; background details; WKUL, Cullman, Ala.

Combination announcer-engineer, first class ticket. Virginia daytimer independent. Living accommodations available. Send disc and letter giving reserve or draft status. WNNT, Warsaw, Virginia.

Wanted: Announcer, south Georgia independent wants experienced announcer, one that can write copy. Write or call WVOP, Vidalia, Georgia. Telephone 327.

Wanted immediately. Announcer, combination man, program director. Jobs waiting. Bert Arnold, Keene Road, Clearwater, Florida.

Technical

Men with at least 8 years combined electrician and radio experience to install and maintain custom built audio devices. Must want to travel throughout any area in the United States continually. Excellent salary plus expenses. Transportation provided. Must have automobile drivers license. Send personal snapshot with record of experiences and references. Box 764D, BROADCASTING.

Combination man or straight engineer interested some sales work. Good salary, station, city. Box 680G, BROADCASTING.

Wanted, chief engineer for 1000 watt network affiliate, with previous experience as chief. Work includes full shift on transmitter. Box 696G, BROADCASTING.

Electronic engineers. Graduates with broadcast experience preferred for development and field work with good future. Send resume, photo, advise salary desired and availability. Box 718G, BROADCASTING.

Engineer, first phone. Experience not necessary. State qualifications. Box 725G, BROADCASTING.

Applications invited from engineers residing in New England area for permanent employment with an established regional station. Starting pay $75.00 for 40-hour week, paid vacation and sick leave. Box 728G, BROADCASTING.

Immediate opening for first class engineer, car necessary, no announcing. Salary open, apply in person, KXJK, Forrest City, Ark.

Help Wanted (Cont'd)

Wanted: Engineer-announcer, combination man. Must have first class ticket. Call Lyle Motley, Chief Engineer, WBTM-FM, Danville, Virginia.

Transmitter operator. No experience necessary. Good working conditions. Conveniently located. Write for details. Chief Engineer, Radio Station WCNC, Elizabeth City, North Carolina.

Production-Programming, others

Wanted—Program director 1000 watt southern independent. Program director also handles early morning show directed rural audience. State salary desired and reference first letter. Box 661G, BROADCASTING.

Young man or young lady to take over writing, copy work at successful, progressive southern station. Box 679G, BROADCASTING.

Capable young woman to handle bookkeeping, billing and air daily woman's show. Small livewire NBC affiliate midwest. Air mail photo and complete details. Box 681G, BROADCASTING.

California small market network station needs versatile experienced program director. Excellent opportunity for right man. Send full details Box 714G, BROADCASTING.

Copywriter-salesman, salary and commission, unusual opportunity. New York State NBC station. Submit background, copy samples, availability. Box 719G, BROADCASTING.

Woman continuity editor, some air work. Prefer experience but consider all applicants. Air mail photo, details. J. B. McNutt, KBUD, Athens, Texas.

Opening now for copy man. Some announcing. Small station, congenial staff, WAYB, Waynesboro, Virginia.

Punch writer. Well paying position open for young man who can make commercial copy stand up and sell! Send sample copy, qualifications, photo and salary expected to Program Director, Station WFDF, Flint, Michigan.

Wanted: Young lady to direct traffic, write some copy, along with other station details. State age, salary desired, experience and photo. Radio station WJXN, Box 786, Jackson, Mississippi.

Situations Wanted

Managerial

Managing director, long experience, available for revitalizing station operations not now profitable. Knows every phase of station management from A to Z. Good judge of personnel. Will accept remuneration on percentage of increased profits, a straight fee, or a combination of both. Only interested in 1 kw, or more, fulltime. Box 132G, BROADCASTING.

Manager, program director, salesmanager. Highest industry references and requisites. Can cover all phases station operations and produce going concern. College degrees; average age, 30. Can assume control of new CP or turn losing station into profitable operation. Sound, long range policy. Large and small market experience. Expert low cost operation. Desire to relinquish control of present station. No fly-by-night investors need apply. We are reliable, sound radio businessmen. Box 497G, BROADCASTING.

Manager over 18 years experience net and independent stations. Box 560G, BROADCASTING.

Manager, emphasis on sales, desires contact with owner whose station is operating in the red. Owner must be willing to pay a percentage of profits. Highest quality references, proven background of developing money making community service stations. Box 612G, BROADCASTING.

All in one from manager to DJ, including first phone license. 4½ years experience, specialize in special events. Have copyrighted giveaway show. Southwest preferred for $90.00 a week. For details dial Box 620G, BROADCASTING.

Sales manager, not a desk executive. Does most of the selling himself. Many years selling experience with independent and network stations. Family man well over draft age. Now in Ohio. Available at once. Box 627G, BROADCASTING.

Situations Wanted (Cont'd)

Now employed manager. Strong on management, sales, publicity. All phases radio, public relations, newspaper. Writer. Young, proven record, educated, top references. Good man for net, agency, station, private firm. Capable making more money, want it. Box 664G, BROADCASTING.

Manager-commercial manager. Solid radio man. 4 years newspaper display, 12 years radio management and sales. Large and small markets, strong on sales and sales promotion. Can keep overhead down. Prefer midwest. Box 691G, BROADCASTING.

Manager, understands all phases for profitable operation. Program and sales expert. Licensed engineer. Full experience. Box 692G, BROADCASTING.

Manager. Record of 14 years successful management small stations desires to locate in south or west. Box 699G, BROADCASTING.

Manager, bottom to top background, all phases of radio. Extensive experience independent and network affiliates. Proven efficient low budget operator. Box 700G, BROADCASTING.

Manager—Sales, programming. 25 years with metropolitan network stations every phases operations. Desire locate east or midwest metropolitan areas. Excellent industry references. College. Box 713G, BROADCASTING.

Salesmen

Salesman—Extensive background includes announcing, copy, programming, production, selling. Desire permanent opportunity in good station, friendly community. Box 667G, BROADCASTING.

Announcer-salesman. Early bird or midnite show. Experienced. Excellent references. Over draft age. Box 674G, BROADCASTING.

Ambitious young lady. College graduate, journalism, three years radio work, selling, announcing, continuity. References. Prefer California, northwest. Prefer "selling" job. Box 687G, BROADCASTING.

Manpower shortage? Maybe. Newspaper shortage? Maybe. I too, am looking for "security"! Also looking for advancement. However, if you're daytime operation, FM, or independent, please do not answer. Otherwise, will forward complete resume of my salesability. Box 722G, BROADCASTING.

Announcers

Sportscaster, currently working baseball and football in the southeast. Three years experience in calling college basketball and hockey. Looking for basketball and/or hockey work. Preferably in the northeast. College graduate and draft exempt. Box 563G, BROADCASTING.

Draft exempt announcer, newscaster. Long on training and talent. Short on experience. Hard worker. Family man. Age 31. Now on west coast. Prefer west coast or Ohio. Disc, pictures available. Box 596G, BROADCASTING.

Experienced combination man available immediately. Desire permanent position. Married, car. Box 610G, BROADCASTING.

After October 15th this experience can be yours: Three years every phase top station announcing: newscaster three years model center; over a year news editor, plus a year directing programs. Family man, conscientious, congenial. A solid bulwark your staff awaiting right proposition. References, details on request. Box 624G, BROADCASTING.

Sports announcer, experienced play-by-play baseball, boxing, basketball. All replies considered. First class license. Box 638G, BROADCASTING.

Aggressive young man with training wants announcing position. Good diction, specialize in disc, news. Disc or personal audition will prove. Box 641G, BROADCASTING.

At liberty. Experienced announcer who prefers a midwest location. Box 642G, BROADCASTING.

Network play-by-play man and sports commentator. Available soon. Now employed. Money secondary, year-round play-by-play essential. Midwest or far west preferred. College graduate. Ex-athlete. Box 646G, BROADCASTING.

Married vet with family. Net voice, programming, copy, accountant, 4F. Three years radio, $60.00. Box 660G, BROADCASTING.

Morning man, 29, veteran, single, two years experienced, DJ—can operate console, news and sports. Will travel. Box 662G, BROADCASTING.

XUM

Situations Wanted (Cont'd)

Announcer, thoroughly trained in all phases of radio including operation of console. DJ, News, sports. Draft exempt. Travel anywhere. Box 663G, BROADCASTING.

Announcer. DJ news four years experience. Employed only indie serving metropolitan area of 500,000. Disc available. Box 665G, BROADCASTING.

Interested southwest—Available two weeks notice. No bragging build up of self, just good hard worker. Experience, sales, remote interviews, announcing, kiddie quiz shows. General all-round man. Married. Salary must be good. Come well recommended from present job. Box 666G, BROADCASTING.

Experienced announcer. Young, ambitious. DJ, news, remotes, etc. Box 673G, BROADCASTING.

I can't get a job without experience and I can't get experience without a job. Therefore I will work four weeks for you without pay and then leave you. You have no obligation whatever. I'm good! Box 677G, BROADCASTING.

Attention station managers. Your station in the red? Your Hooper down? You need a personality man. Am averaging over 300 letters per month on a 250 watter. Have highest Hooper in five radio station towns. Doing hillbilly, pop, sports, desire change. Present management knows of desired change. No floater. Married, two children. Box 678G, BROADCASTING.

Announcer with flair for programming wants job with alert station. Married, 22, 6 years experience, college grad, non-reserve status. Dependable, capable, permanent. Box 684G, BROADCASTING.

Staff announcer, 28, single, 1 year experience, desire to hook up with progressive outfit, disc, references. Box 706G, BROADCASTING.

Sports. Looking for permanent location. 4 years experience play-by-play all sports. 25, married, no children. Have handled major network sport interviews. Now employed. Available with two weeks notice. Can apply top references and play-by-play discs. Write Box 707G, BROADCASTNNG.

Job wanted as disc jockey. Special kind of show, "Latin American Show." Age 22. Single, New York experience, will travel. Box 709G, BROADCASTING.

Announcer, experienced all sports, news, topflight basketball play-by-play, college grad, veteran, disc available. Box 710G, BROADCASTING.

Announcer-NBC trained. Three years general experience, knowledge of music, college. Family, draft exempt. Box 712G, BROADCASTING.

Recent graduate of Stanford-NBC Radio Institute desires position in western states, announcer, producer, programming. Expect modest salary, married. Disc sent on request. Box 716G, BROADCASTING.

Announcer. Single, 26. Medically discharged veteran. Metropolitan 5 kw experience. College education. Sober, industrious staff man. References, disc, photo on request. Box 721G, BROADCASTING.

Anouncer-disc jockey. Two years experience, draft exempt, single, relaxed style, east. Can write, produce, program. Box 723G, BROADCASTING.

Need a top newsman? Bright disc jockey? Ace sportscaster? I'm your man! 12 years proving it. Transcription, available. Box 726G, BROADCASTING.

Experienced announcer, work console, late twenties, draft exempt, available immediately. Box 727G, BROADCASTING.

Newlywed, draft exempt vet. Age 31, 6 foot two, 172 lbs., neat, good mixer. College education plus NBC Radio Institute. Can handle farm programs. Anthony A. Krancunas, 3822 N. Troy, Chicago 18, Illinois.

Announcer, 7 years experience, family, desires position as staff announcer. Exceptionally capable, sports, disc jockeying. John Mackin, 552 W. 183rd St., N. Y. 33, N. Y.

Staff sports announcer, 3 years play-by-play and commercial announcing, college grad. Contact Mike Wynn, 370 Columbus Avenue, NYC. Phone TR 7-2617.

Technical

Engineer, 32 months transmitter, remotes, tape recordings. Army radar experience. Graduate RCA Institute, N. Y. C. Presently employed. Box 473G, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, license, degree, 12 years experience. Box 528G, BROADCASTING.

Young man with 1st phone, seeking engineering position, no experience but ambitious, willing to learn. Northeast preferred. Box 533G, BROADCASTING.

Chief engineer invites correspondence with established broadcaster. Long creditable experience in all phases engineering includes multi element directionals. Draft proof. Ready for TV. Top references. Box 545G, BROADCASTING.

Engineer, experienced, first phone, FM trans and control remotes, recording, own car. Box 585G, BROADCASTING.

Am 4F, single and over 25. Want chance to become first class engineer. Have had some practical experience, am taking correspondence course from Capitol Radio Engineering Institute. Am willing to start on low salary. Will go anywhere. Box 648G, BROADCASTING.

Chief engineer, management-minded, non-union. Available after November First. Best references, good character. Veteran, age 28, married, one child. Box 670G, BROADCASTING.

Operator-announcer, dependable, industrious, college graduate, no local accent. 2½ years in small eastern station wants to locate in the west. Box 671G, BROADCASTING.

Graduate of School of Radio Technique wants first job, trained in all phases of broadcasting, including operation of console. Vet, married, draft exempt, prefer south. Box 676G, BROADCASTING.

Engineer, 1-year experience, trans, control room, remotes. Graduate leading school. First phone. Box 694G, BROADCASTING.

Engineer, 3 years 5 kw, 1 kw directional station. Transmitter, control, remotes, recording, all other phases. Graduate leading school. Trained for TV. Married, veteran, 28 years old, one child, have car. Box 698G, BROADCASTING.

Girl, holder of first phone license, desires position in radio. Will travel anywhere. Money no object. Write Box 701G, BROADCASTING.

Transmitter operator, reliable, capable, 3½ years experience in 250 watter, wants position in a larger station. Will go anywhere. Box 672G, BROADCASTING.

18 years 1st telegraph, 1st phone license, last five years 1 kw broadcast, looking for something better, anywhere U.S. Box 702G, BROADCASTING.

Engineer, licensed. Three years experience transmitter operation, maintenance. Studio controls, remotes. Car, will travel. Box 705G, BROADCASTING.

Engineer, 7 years experience, all phases of broadcasting. Draft proof. Desire middlewest. Box 708G, BROADCASTING.

Combination man. 1st phone license, vet, 23, single, sober, looking for future in radio, desires to settle in small New England community. Box 711G, BROADCASTING.

Engineer-announcer 3 years. Ditto college. 27, married, car, veteran. Amateur, employed. Offers? Box 717G, BROADCASTING.

First phone license. Recent graduate of top radio school. Will accept job anywhere. Inexperienced but full of ambition. Norris Buehler, Wilson, Kansas.

First class ticket. Tech school grad. Want experience, vet. V. Daley, 280 E. Burnside Ave., NYC.

Broadcast position wanted: Young man, 26, ex Navy radio operator. Hold first phone and telegraph license. Active ham. Travel anywhere U. S. Charles Glock, 137-35 Springfield Blvd., Springfield Gardens, New York.

Veteran, first phone license, leading school graduate, experience wanted. Robert Gori, 2158 Crotona Avenue, Bronx, N. Y.

Chief engineer, 15 years in radio, 6 as chief, powers to 5 kw, complete construction experience, personnel supervision, age 36, family. Prefer southwest coast, consider other than chief if power high and chances of advancement good. Excellent references. Available approximately 30 days. Quintin Prochaska, KDIX, Dickinson, N. Dak. Phone 172.

Vet, 1st phone. Graduate 2 leading schools desires experience. William Rogel, 1275 Grant Ave., New York, N. Y.

Situations Wanted (Cont'd)

Veteran with first phone, experience in radio, television repair. Single, will travel, desires permanent position. Mike Torruella, 546 W. 180th St., N. Y. 33, N. Y.

Production-Programming, others

PR man, experienced copywriter. News analyst. Also announcing. Draft exempt. Box 406G, BROADCASTING.

Woman's program director; formerly with northwest CBS affiliate, available immediately. Proven sales-building personality. Background, more than ten years radio, major networks, vocalist, actress, script writer. Scrapbook, transcription available. Box 595G, BROADCASTING.

Good copywriter, 8 months experience daytimers northeast. No announcing, but traffic, console. Male, 20. Mature and responsible. Box 668G, BROADCASTING.

Newscaster-editor—Experienced in writing news and commercial copy; journalism training; MA Degree. 24. Single, draft exempt. Presently employed, but seeking betterment, preferably with conservative eastern metropolitan station; references, copy, audition disc furnished. Box 669G, BROADCASTING.

News editor. Thoroughly experienced at getting and writing fast paced news show. Top emphasis on local news and features. Veteran, 29. Write Box 688G, BROADCASTING.

PD, newsman, A.P. experience, 27, married, military exempt. Got rebuilding job? Box 689G, BROADCASTING.

Program director-announcer. In two years reached top at local N.Y. market indie. Seek similar program position, or announcing job at larger outlet, if advancement possible. Excellent idea man and administrator. Know sales, promotion. Tops on play-by-play. Married. B.F.A. Cum Laude, radio N.E. preferred, will consider and answer fully all inquiries. Disc and references on request. Box 690G, BROADCASTING.

Program director, fine announcer, first class license, plenty of common sense and experience. Box 693G, BROADCASTING.

Perhaps I'm the man you've been looking for in your news department. Chief qualifications: honesty, industriousness, accuracy. Experienced, veteran, married. Highest references. Desire far west location. Box 731G, BROADCASTING.

Program director-announcer. Head complete programming department (music, announcing staff, continuity, production). Hard worker, dependable, draft exempt. Excellent references. Available immediately. Minimum salary $60. Sam McClaughary, 8521 S. Loomis Blvd., Chicago. Phone Triangle 4-1459.

Television

Technical

Attention TV chief-engineers: If you prefer to train your own personnel, try me. 26, single, 3 years all phases AM-FM studio and transmitters. Willing and able to learn from bottom up. Box 633G, BROADCASTING • *TELECASTING.*

Production-Programming, others

Former production head, TV packager. Background production, direction, theatre, TV, radio, seeks assistant TV production position with station, agency, packager. Box 685G, BROADCASTING • *TELECASTING.*

For Sale

Stations

Complete studio building available, complete with wiring and air conditioning-heating system. Control room, studio, three offices, news. Can be moved anywhere. Box 729G, BROADCASTING.

Equipment, etc.

Never used, original factory wrapped model 210-A Hewlett Packard square wave generator. $117.50 Box 683G, BROADCASTING.

RCA 1050-B transmitter 50 kw modified with factory built overall feedback and A.C. on all tube filaments. $18,000 will buy it FOB Des Moines, which includes $7200 worth of tubes and spare parts. Also Blaw-Knox diamond 530 foot guyed tower at $10,000 FOB transmitter site including lighting fixtures. This is a proven structure and a buy. WHO, Des Moines 7, Iowa.

For Sale (Cont'd)

Two Federal field strength meters. Bureau of Standards certificates. Current use. Good condition. Box 732G, BROADCASTING.

Make offer FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

One Western Electric type 451-A1 250 watt AM transmitter with 3 sets of tubes and crystals for 1450 kc. United Broadcasting Co., 1143 Conn. Ave., N.W., Washington, D. C.

Wanted to Buy

Equipment, etc.

Wanted to purchase console, turntables, microphones and 1000 watt transmitter. Box 703G, BROADCASTING.

Wanted: Used 5000 watt AM transmitter. State condition and price in first letter. Al Tedesco, WKLK, Cloquet, Minnesota.

Help Wanted

Announcers

NEWSWRITER-ANNOUNCER

•

Experienced combination newswriter-announcer needed by 50,000 watt midwest radio station. Excellent opportunity. Send background, picture and disc to

•

BOX 544G, BROADCASTING

WSTA, St. Thomas, Virgin Islands

needs a combination man with first phone; emphasis announcing. Won't get-rich-quick during initial stages; but the right man will find opportunity in this year-round resort area comparable to that afforded in States. Disc, photograph, salary requirements, first letter please.

Technical

National Broadcasting Co.

Needs • • •

Experienced Engineers

Expanding television technical operations requires engineers with commercial television operating experience or standard broadcasting control room experience. Apply Room 505, 30 Rockefeller Plaza, New York, N. Y.

Situations Wanted

Announcers

Progressive stations and agenices. After two-year absence Stanley Vainrib, former star NBC coast-to-coast network program "Dr. I.Q." announces return to radio-TV. Subject nationwide publicity campaign can add prestige, business to your organization. Ten years all phases: announcer, newscaster, DJ, MC, PD. Desire permanent association stable organization in talent and/or executive capacity. Prefer New York, California; consider other localities. 31, married, two children, vet, service exempt. College. Best references. Personal interview call or write Stan Vainrib, 2820 Avenue "S", Ensley Highlands, Birmingham 8, Alabama. Telephone: 6-5310.

(Continued on next page)

For Sale

Stations

only station in rich Iowa market AAAAA

Realistically priced by absentee management. No brokers.

Box 682G BROADCASTING

RADIO STATION FOR SALE

250 watt independent, New England. Only station in city. Small, but important market. Write Box 605G, BROADCASTING.

Equipment, etc.

MOBIL TV UNIT

Attention TV stations: Here's your chance to buy an ACF-Brill bus, completely equipped for use as a mobil TV unit, at a reasonable price. Unit adapted from 1946 32-passenger, air-conditioned, cross-country bus. Roof platform reached by trap door. Excellent tires and mechanical condition. Driven less than 25,000 miles since completed in April, 1948, by WLW-Television. Have two other mobil units so this one is no longer needed. No technical equipment included. Call or write J. R. McDonald, WLW, Cincinnati 2. Phone CHerry 1822.

Anniversary Open Mike

(Continued from page 169)

it services so well, has gone through quite a transition in its laudable years as a trade journal. The appearance of the word TELECASTING in its mast-head is a case in point.

Whether it be aural or visual, broadcasting has become a vital force on the American scene. By the same token, BROADCASTING, being a visual delight at all times —and extremely "vocal" when the occasion demands—has established itself as a vital force in our industry.

My sincerest well-wishes for many more decades of service to the broadcasters of America.

J. R. Poppele
President
Television Broadcasters Assn.

EDITOR, BROADCASTING:

I congratulate BROADCASTING on its twenty years of service to the radio industry. It is difficult to realize that I personally have examined and read almost every issue of this publication for the past fifteen years. A rough calculation would indicate that about three months of eight-hour days have been devoted exclusively to reading BROADCASTING during this period. I have no idea what that proves except that as one interested in the art, I have found the magazine to be consistently informative, stimulating and indispensable to one whose personal and professional interest requires knowledge of radio developments.

Paul A. Porter
(Former Chairman, FCC)

* * *

EDITOR, BROADCASTING:

In the engineering vernacular, we salute BROADCASTING-TELECASTING for optimum service to the broadcasting and telecasting professions during the last two decades.

Throughout those years, we consulting engineering practitioners have learned to rely upon your journal for accurate, comprehensive and timely reporting of events on the national and international engineering scene. You have never failed to espouse the highest principles of ethical practice and scientific allocations.

We have no doubt that in the years and generations ahead, which will witness the achievement of new heights of service by the electronics arts, that BROADCASTING-TELECASTING will continue in the forefront of its field, chronicling all of the radio-TV news that's worthy of print in the same honest, forthright and courageous fashion that has animated your wholesome progress since those chewing-gum and haywire days of 1931.

From radio's engineering profession, a resounding "73."

Andrew D. Ring
President
Assn. of Federal Communications Consulting Engineers

NATIONAL BROADCASTING COMPANY, INC.
A SERVICE OF RADIO CORPORATION OF AMERICA
RCA Building, Radio City, New York 20, N. Y.
CIRCLE 7-8300

NILES TRAMMELL
CHAIRMAN OF THE BOARD

September 19, 1950

Mr. Sol Taishoff
Editor and Publisher
Broadcasting Magazine
870 National Press Building
Washington, D. C.

Dear Sol:

On behalf of the National Broadcasting Company I want to extend to you our heartiest congratulations as you begin your twentieth year of publication of Broadcasting and Telecasting Magazine.

The past twenty years during which Broadcasting Magazine was founded and flourished and expanded have, indeed, been the most significant in the history of the world.

During the past two decades sound broadcasting grew into a communications medium which reaches virtually every home in America. In a much shorter span of time television was born and outstripped the predictions of its most optimistic prophets by so quickly capturing the heart and imagination of the people.

And, during the same two decades Broadcasting Magazine, which now includes Telecasting Magazine, has on its intrinsic merits won for itself the affectionate support of the broadcasting industry and a permanent place in the hearts and minds of all of us. The extensive and complete news reports to which we have become accustomed in reading Broadcasting, its penetrating, brilliant and witty editorials, the well researched trend and statistical articles, the attractive typography and format and your continuing ability to meet and break impossible deadlines with last minute news bulletins are assurance that in the many years to come Broadcasting will always be of indispensable value to those of us in radio and television advertising and related industries.

Again, heartiest congratulations from all of us in NBC.

Cordially,

Niles Trammell

EDITOR, BROADCASTING:

I understand that in October, BROADCASTING begins its twentieth year of publication. The usual thing under such circumstances is to congratulate the publication and its editor and publisher for the record it has made. In the case of BROADCASTING, however, it seems more fitting to congratulate the industry on having had during these critical years of its infancy an industry publication of the quality and caliber that BROADCASTING has always shown. It has kept broadcasters generally informed as to what is going on in their particular world, has sounded the alert when dangers have appeared on the horizon and has been just the kind of a publication that the industry has needed.

May its next decade prove as great a milestone of progress for itself and for the industry it so capably serves.

J. Harold Ryan
Vice Pres. & Treas.
The Fort Industry Co.
(Former Pres., NAB)

* * *

EDITOR, BROADCASTING:

My sincere congratulations to BROADCASTING and its excellent staff on entering its 20th year. As your first copy editor, I have a personal pride in the success of BROADCASTING and since joining RTMA I have relied on it constantly to keep me informed of industry developments and trends.

You, Frank Beatty and other members of your staff, are doing a grand job of reporting and interpreting the day-to-day events affecting our fast-moving industry. You have achieved an enviable record as a spokesman for broadcasters, and I am glad to note your increasing interest in the manufacturing end of the industry.

Here's hoping your next 19 years will be as productive and as effective as the first 19.

James D. Secrest
General Manager
Radio-Television Mfrs. Assn.

* * *

EDITOR, BROADCASTING:

As one who has the pleasant recollection of having stood by during the founding of your magazine;

Midwest
$85,000.00

Fulltime network property located in excellent farm market. Business is good and station is profitable, but does not have fulltime management. Cash and net quick assets of $15,000.00 included in purchase price.

Southeast
$39,500.00

A fulltime independent in one of Carolina's booming markets. This facility is making some money, but needs one or two resident-owner-operators to take full advantage of real opportunity for profits.

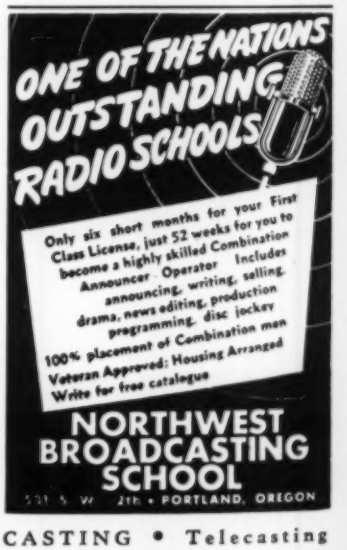
CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Harold R. Murphy
360 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672


ONE OF THE NATIONS OUTSTANDING RADIO SCHOOLS
Only six short months for your First Class License, just 52 weeks for you to become a highly skilled Combination Announcer Operator Includes announcing, writing, selling, drama, news editing, production programming, disc jockey
100% placement of Combination men
Veteran Approved: Housing Arranged
Write for free catalogue
NORTHWEST BROADCASTING SCHOOL
PORTLAND, OREGON

and of having watched its day-to-day growth over a 20-year period, I am most gratified to be able to congratulate you on your accomplishments. I have an even stronger wish that the future development of BROADCASTING will continue in the same fine tradition.

The position of BROADCASTING as the spokesman and one of the great actuating spirits of the development of mass communication is an enviable one. The fields you serve are those of the exchange of knowledge between man and man, so your participation in the development of that exchange of knowledge should bring you a high gratification. In a world of strife and confusion I am sure that you will agree with me that there is probably nothing more important than social intercourse.

Paul M. Segal, Esq.
Washington, D. C.

* * *

EDITOR, BROADCASTING:

So you are 20 years old! As one who has been associated with you quite closely throughout that entire period, I feel privileged to comment freely. One such comment would be that sometimes you act your age. Take that in whatever way you like.

As one, too, who has been a continuous advertiser in BROADCASTING throughout that 20 years, I can add that we have never been disappointed in the confidence we had then in the future of BROADCASTING as an advertising medium and as a voice of value to the industry. Throughout those years, you have been a vigorous spokesman for the good of the industry, and whatever is good for the industry as a whole is good for every individual in it.

I have no less confidence in the progress of the industry in the next 20 years, nor in your service to it.

Sincere congratulations and good wishes.

Glenn Snyder
Manager
WLS Chicago

* * *

EDITOR, BROADCASTING:

Congratulations to BROADCASTING at the start of its 20th year.

It is needless to state what the development of radio during the past two decades has meant. That is obvious all around us. At the same time, it seems to me worthwhile to remember that our American broadcasting industry would probably not have grown as quickly and as well into a great communications medium if there had not been a method of communicating within the industry—a means for the interchange of ideas and new developments.

In a large measure, BROADCASTING has provided the needed means for this internal communications. As radio and television continue to grow, I feel confident BROADCASTING will continue to fulfill its necessary function in the thorough manner that is now almost traditional.

Paul B. West
President
Assn. of National Advertisers
New York

* * *

EDITOR, BROADCASTING:

I note that BROADCASTING begins its 20th year on Oct. 16 and I am moved to this comment: "Without BROADCASTING (and Sol Taishoff), our industry would be a disjointed and disconnected mess."

You deserve the prestige and the prosperity that has come to you.

Bill Wiseman
Promotion Manager
WOW Omaha

American Broadcasting Company, Inc.
30 ROCKEFELLER PLAZA · CIRCLE 7-5700
NEW YORK 20, N.Y.

MARK WOODS, VICE PRESIDENT

September 25 1950

Mr Sol Taishoff, Editor
BROADCASTING
National Press Building
Washington 4 D C

Dear Sol:

Here is my short note for inclusion in your 20th anniversary issue if it meets with your approval:

"For the past two decades BROADCASTING has played a triply important role for the radio industry. First, as an outstanding compendium of news and information. Second, as a spokesman for the industry and as an important link between it and government. Third, as a stern guardian watchful of broadcasting, prompt to point out shortcomings and shortsightedness, eager to espouse the highest aims and aspirations of radio.

"Now, with television emerging into full stature and with AM broadcasting continuing its vigorous part in the national economy, the part played by BROADCASTING-TELECASTING will live up to the fullest implications of the obligation laid upon it to continue in its triple role. At the start of its third decade of service to the industry, I am happy to salute it and to wish it well."

Sincerely yours

Mark Woods

MUTUAL BROADCASTING SYSTEM · INC
WORLD'S LARGEST NETWORK
1440 Broadway, New York 18, N.Y. Telephone: Pennsylvania 6-9600

FRANK WHITE
PRESIDENT

October 3, 1950

Mr. Sol Taishoff
BROADCASTING
870 National Press Building
Washington 4, D. C.

Dear Sol:

BROADCASTING has turned a big milestone, and now stands just one year short of voting age. This surely calls for congratulations, and I am sure that my greetings are echoed by the Mutual personnel here at headquarters and by all of the 536 stations which comprise this largest of broadcasting networks.

But I happen to feel that anniversary celebrations can be over-emphasized in this business of ours. Radio itself has always been measured in terms of its specific results at 8:30 Tuesday night, say, or at 11 A.M. across the board. So, while radio's decades of longevity are, of course, significant, perhaps even more important is the day-to-day and week-to-week service which radio renders both to its listening audience and to its sponsors.

That is why my honest respect for BROADCASTING is based on the constructive job it does for the industry every Monday morning -- rather than on the twenty candles which happen to decorate its cake today.

Cordially,

PINNED for 20-years' service with Westinghouse is W. C. (Bill) Swartley (r), WBZ Boston station manager. Doing the honors is Walter E. Benoit, vice president of Westinghouse Radio Stations Inc., himself marking 35 years with the firm.

Keel Appointed

APPOINTMENT of John J. Keel, consulting radio engineer, Washington, to the staff of the President's Communications Policy Board was announced last week. Mr. Keel was on the staff of the Bell Telephone Labs during World War II, engaged in special communications work, and for the past 22 years has specialized in the communications branch of the radio and electronics field.

Mr. Keel

WWJ to 24 Hours

AS a defense measure, WWJ Detroit began 24-hour broadcasting Oct. 2. Previously, the outlet's hours had been from 5:30 a.m. to a sign-off time of 2 a.m. Harry Bannister, WWJ general manager who announced the change of hours, said WWJ-FM would continue on its 20½-hour schedule.

LATEST Clarostat No. 50 catalog released showing various resistors, controls and resistance devices. Copies may be obtained from distributors or firm in Dover, N. H.

GREATER New York fans are assured of play-by-play broadcasts of all Notre Dame football games over WMCA, sponsored by General Electric Supply Corp. for GE Black-Daylite Television and Hotpoint Appliances. Setting deal are (l to r): Seated, Charles Roberts, adv. mgr., GE Supply Corp.; Norman Boggs, WMCA exec. v. p.; standing, Richard W. Brahm, WMCA account exec.; John S. Hicok, Hotpoint's eastern dist. mgr.; James H. Sheils, pres., Notre Dame Club of New York, and James G. McGoldrick, 1938 captain of Fighting Irish.

CLOSING purchase of 52 weeks of *Tomorrow's News Tonight* on KOOL Phoenix by Wolf & Burke Beverages (Blatz beer distributor) are (l to r): Seated, Frank Wolf, pres., Wolf & Burke; George Agnew, KOOL sales mgr.; standing, "Oddie" Burke, W&B; Charles H. Garland, KOOL.

PLANS for current football season are discussed at WHLI Hempstead, L. I., by (l to r) Bob Zellner, sports editor of *Newsday*, who is giving play-by-play descriptions of the nine high school games scheduled; Art Paterson, WHLI and Paul Godofsky, WHLI manager.

ARRANGING for Red Nichols (r), novelty music group leader, to make transcriptions for Dept. of Defense series, are Will Voeler (l), president, Universal Recorders Inc., Hollywood, and Lt. Jack Sorenson, USMC officer in charge of radio.

THE situation is well in hand as Major Anthony Caputo (seated) inks the contract making Uncle Sam sponsor of the Quantico Marines football games on WEAM Washington. Looking on with approval are (l to r) Nat Allbright, WEAM sports director; Capt. J. M. Jefferson, USMC, and Howard Stanley, WEAM manager.

COOPERATIVE sponsorship of all San Jose State College grid games on KSJO San Jose, Calif., is set by (l to r): Seated, Charles F. Mallory, KSJO v. p.-gen. mgr.; Glen Hartranft, San Jose physical education dir.; Don Gilbert, Hoffman Radio & TV Corp.; standing, Ralph Shafor, Accent table shakers; Don Langendorf and Irving Langendorf, Langendorf Bakery.

SMILING broadly is John S. Phillips (l), gen. mgr., WCAW Charleston, W.Va., as Tommy Woodrum of Woodrum's (retail furniture store), contracts for some 800 sports events on WCAW.

District 3

(Continued from page 58)

York; Kendrick, Mr. & Mrs. Herbert, WHGB Harrisburg, Pa.; Levi, Win, BROADCASTING, Washington.

MacCosbe, E. E., WRYO Rochester, Pa.; MacKenzie, Grace, WGBI Scranton, Pa.; Mahoney, James T., program consultant, New York; Marcoux, Rudy, WCMB Lemoyne, Pa.; Martin, Thomas E., WEEU Reading, Pa.; Matta, William G., WLOR Braddock, Pa.; Mattiot, J. E., and McCollough, Clair, WGAL Lancaster, Pa.; McFarland, C. H., WEIR Weirton, W. Va.; McKibben, Bill, WACB Kittanning, Pa.; Meeker, Robert, Robt. Meeker Assoc., New York; Megargee, Madge A., WGBI Scranton, Pa.; Merrill, Mr. & Mrs. Glacus G., WHAR Clarksburg, W. Va.; Metzger, T. W., WMRF Lewiston, Pa.; Midlen, John H., attorney, Washington, D. C.; Milbourne, L. Waters, WCAO Baltimore; Miller, Clare I., WORK York, Pa.; Miller, Harold E., WGAL Lancaster, Pa.; Miller, Mr. & Mrs. Justin, NAB, Washington; Miller, Paul J., WWVA Wheeling, W. Va.; Moore, Louis, Robt. Meeker Assoc., New York; Morse, Otis, WJBA York, Pa.; Moren, James E. WJSW Altoona, Pa.; Murray, Louis H., WPAM Pottsville, Pa.; Myers, W. F., SESAC, New York.

Nelson, Robert R., WARD Johnstown, Pa.; Newburg, David, RCA, Cleveland; Nicely, Lloyd O., WEST Easton, Pa.; Patch, Campbell E., Johnstown, Pa.; Pelletier, Joe, WACB Kittanning, Pa.; Petrie, Charles R., WISL Shamokin, Pa.; Pontius, Don, Robt. Meeker Assoc., Chicago; Potter, David, and Potter, Jim, WNAE Warren, Pa.; Purvis, J. W., N. W. Ayer & Son, New York; Reilly, Philip J., WLBR Lebanon, Pa.; Richmond, Robert M., WCAO Baltimore; Rine, William E., WWVA Wheeling, W. Va.; Rosene, Marshall, WSAZ Huntington, W. Va.; Rothensies, Walter J., WSBA York, Pa.; Rounsley, Mr. & Mrs. N. S., WEEX Easton, Pa.; Sambrook, A. B., RCA Thesaurus, New York; Sanders, Robert E., WFIR Weirton, W. Va.; Scheue, John D. Jr., WFIL Philadelphia; Scott, Herbert, and Sefick, Bob, WARD Johnstown, Pa.; Shannon, Jayne M., J. Walter Thompson Co., New York; Shein, Alice, WBTH Williamson, W. Va.; Skinnell, Julian, WLBR Lebanon, Pa.; Smith, Charles E., WMMN Fairmont, W. Va.; Smith, Ed K., WCMB Lemoyne, Pa.; Smith, Frank R., WBVP Beaver Falls, Pa.; Smith, Homer R., WKOK Sunbury Pa.; Smith, Jos. L. Jr., WJLS Beckley, W. Va.; Snyder, Jack, WFBG Altoona, Pa.; Sonis, Berton, WTIP Charleston, W. Va.; Stearns, Frank M., AP Washington; Stoner, George L., Johnstown, Pa.; Strine, Leroy K., WORK York, Pa.; Surrick, John E., WFBR Baltimore.

Thompson, Mr. & Mrs. Roy F., WRTA Altoona, Pa.; Tidmore, A. V., WPPA Pottsville, Pa.; Tito, Thomas A., WLTR Bloomsburg, Pa.; Trace, Bob, WMEW Meadville, Pa.; Traugh, Henry M., WKBO Harrisburg, Pa.; Tuhy, Stephen, Jr., attorney, Washington, D. C.; Union, Will, WVAM Altoona, Pa.; Walsh, J. Gorman, WDEL Wilmington, Del.; Walter, Robert G., WYAM Altoona, Pa.; Weils, Mr. & Mrs. Pierre, Lang-Worth, New York; White, Paul G., WEIR Weirton, W. Va.; Williams, David R., Standard Radio, New York; Young, Mr. & Mrs. Bill, Lang-Worth, New York; Zaharis, N. C. (Nick), WTIP Charleston, W. Va.; Zimmerman, Fred, WPAR Parkersburg, W. Va.

Canada Training

WITH TELEVISION still to come as a Canadian medium, there is an increasing interest being shown in Canada in training TV technicians, program producers, actors and other personnel. The Ontario government's Ryerson Institute of Technology at Toronto has started its second fall course in television broadcasting procedure. Also at Toronto, the Academy of Radio Arts has started a TV department, and this fall and winter will give 18 twice-weekly, two-hour lectures at Toronto, Vancouver and Montreal, with short term courses at Calgary, Winnipeg, Windsor, Ottawa and Halifax, under the direction of Andrew N. McLellan.

SPORTS FEES

Pa. Group Seeks 'Yardstick'

YARDSTICK of fees for coverage of high school athletic events, to remove discrimination and exorbitant charges, will be sought by the Pennsylvania Assn. of Broadcasters in conference with educational officials.

Meeting Oct. 5 at Bedford, Pa., just before the NAB District 3 session, the PAB board named a committee to meet Oct. 29 with Edward Wicht, executive secretary of the Pennsylvania Interscholastic Athletic Assn., and Mark Funk, president of the Western Pennsylvania Interscholastic Athletic League.

Victor C. Diehm, WAZL Hazleton, PAB president and chairman of the PAB board committee, said school officials will be asked to use a yardstick of game fees based on station rate cards.

Next board meeting will be held at State College, Pa., with the board invited to tell college officials the type of training needed in radio courses. Annual PAB meeting will be held the first weekend in June 1951, at Gaien Hall, Wernersville.

Attending the PAB board meeting were:

Mr. Diehm; Frank R. Smith, WBVP Beaver Falls; David Bennett, WKBO Harrisburg; George Joy, WRAK Williamsport; Charles Denny, WERC Erie, Pa.; T. W. Metzger, WMRF Lewistown; Roger Clipp, WFIL Philadelphia; George D. Coleman, WGBI Scranton.

PAPAL AUDIENCE

Lamb Visits Pope

POPE PIUS XII is much more accessible than many other important men and talking with him is not difficult—he speaks a number of languages fluently—reports Edward Lamb, president of WICU (TV) Erie, Pa., and WTVN (TV) Columbus, Ohio, upon return from a European trip.

In *The Erie Dispatch*, owner and operator of WICU, Mr. Lamb told last month of the visit he and his son recently paid the pontiff at his summer residence in Castel Gandolfo, Italy.

Mr. Lamb told Pope Pius that television, like newspapers, subjects itself to much good or ill and there is generally a great appreciation of this responsibility on the part of broadcasters and editors. Mr. Lamb also stated that WICU was among the first, if not the first station, to show the Pope on television on film secured through the office of Bishop John Mark Gannon. He pointed out that WTVN also scored a scoop in this connection.

WQUA to CBS

WQUA Moline, Ill., joins CBS Oct. 15 as a supplementary station, bringing total CBS affiliates to 191.

XUM

OCTOBER 16, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

IN THIS ISSUE:

CBS Wins Color Battle
Page 177

SCOTUS Upholds Tavern Tax
Page 178

Latest Set Count By Markets
Page 180

Telefile: KSTP-TV
Page 182

PRE-TEST YOUR PROGRAMS with SIMUTEL!

Thirty minutes spent in the Simulated Television Studios of the Petry Company will save you many hours and thousands of dollars in your spot television advertising campaigns.

Each week many advertisers and agencies use these modern facilities to pre-check the TV commercials they're building and to view the excellent participation programs available on Petry TV stations.

For here you can view television as it should be viewed—complete with sound and action on the TV screen. You get the full personality of each show, the hard impact of each commercial.

So take advantage of SIMUTEL. It was designed to help you with your TV planning and buying.

WSB-TV .....Atlanta
WBAL-TV .....Baltimore
WNAC-TV .....Boston
WFAA-TV .....Dallas
KPRC-TV .....Houston
KFI-TV .....Los Angeles
WHAS-TV .....Louisville
KSTP-TV.....M'p'l's-St. Paul
WSM-TV .....Nashville
WTAR-TV .....Norfolk
KPHO-TV .....Phoenix
WOAI-TV .....San Antonio

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EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS • ATLANTA

HOOPER *TELEVISION* AUDIENCE INDEX

AUGUST-SEPTEMBER, 1950 — SHARE OF *TELEVISION* AUDIENCE

TIME	TV SETS-IN-USE	TV Station "A"	TV Station "B"	TV Station "C"	TV Station "D"	KTLA	TV Station "E"	TV Station "F"	OTHER TV
SUNDAY AFTERNOON 12:00 NOON-6:00 P.M.	25.9	6.9	26.4	24.9	1.9	38.9	-	-	1.0
SATURDAY DAYTIME 8:00 A.M.-6:00 P.M.	11.0	3.4	21.4	32.0	-	40.8	-	1.0	1.5
EVENING SUN. THRU SAT. 6:00 P.M.-10:00 P.M.	44.5	18.3	6.2	10.4	10.6	38.5	8.6	7.2	0.2

700,000 TV Receivers in Los Angeles area, October 15, 1950

KTLA Paramount Television Productions, Inc.

KTLA Studios · 5451 Marathon St., Los Angeles 38 · HOllywood 9-6363
Eastern Sales Office · 1501 Broadway, New York 18 · BRyant 9-8700

KEY STATION OF THE PARAMOUNT TELEVISION NETWORK

Paul H. Raymer Company, Inc., National Representatives

A Service of Broadcasting Newsweekly

National Press Bldg. Washington 4, D. C.

OCTOBER 16, 1950

BROADCASTING, Telecasting $7 annually, 25c weekly

TELECASTING

CBS WINS COLOR BATTLE

Standards Effective Nov. 20

(Also see story this issue on reactions to color decision.)

CBS WON its years-long battle for adoption of field-sequential color television last Wednesday when FCC handed down its expected "Second Report" and approved CBS color standards, effective Nov. 20., on a permissive basis.

The vote was 5-to-2, Comrs. George E. Sterling and Frieda B. Hennock contending the action was premature.

The decision came on the heels of manufacturers' assertions that they could not possibly meet FCC's November deadline for building "bracket sets," which the Commission's First Report had advanced as the only alternative to immediate approval of the CBS system [BROADCASTING-TELECASTING, Sept. 4, Oct. 2].

Thus the Commission tossed the color ball back to the industry—and to CBS, which announced immediately that it would have 20 hours of color programs per week on the air within two months, with "many" of these programs available to stations in the 45 interconnected markets.

"In addition," President Frank Stanton said, "arrangements will be announced for public demonstrations of color television, as well as for clinics on color television for manufacturers, broadcasters, television service organizations, and advertisers and advertising agencies."

Confident of Unity

He said that despite the "understandable controversey" caused by the color issue in the past, "CBS is confident that all segments of the industry will now unite to bring to the public this great advance in the television art and that within a few months color receivers and converters will be on the market. CBS stands ready to cooperate with all segments of the industry so that the public can have color television as rapidly as possible."

Manufacturers generally can be expected to undertake to produce in accordance with public demand, as a matter of business policy, even though most of the major companies opposed the incompatible CBS system.

But there is a clear possibility that FCC's decision will be taken into the courts, and first reaction among manufacturers indicated they may await the response of telecasters before moving far toward color production.

The possibility that current parts shortages and military demands will hold up construction of adapters, converters, and color receivers was pointed up by Comr. Sterling in his dissent.

Simultaneously with its Second Report and adoption of CBS color standards, the Commission—with Comrs. Sterling and Hennock concurring in the result—denied petitions of RCA and Color Television Inc. seeking FCC consideration of further developments in their respective color techniques [TELECASTING, Sept. 11].

The FCC majority's six-page Second Report said a hearing will be scheduled later on its universally condemned bracket-standards proposal, and insisted that its approval of CBS standards does not bar further color experimentation. But future new systems would have to meet FCC's "minimum criteria" and if they should be incompatible with CBS color or present monochrome they would have to overcome the same sort of incompatibility argument that has confronted CBS.

The majority reviewed the First Report's finding that the CBS system is ready while those of RCA and CTI are not, and that consideration of recent developments prior to a final decision would be possible only if the compatibility problem is kept in *status quo*, via "bracket standards."

Cites 'Responsibility'

Since the manufacturers not only indicated they are "unable or unwilling" to comply with the brackets proposal but also failed to suggest any other method of holding down the compatibility problem, FCC said, "We would be derelict in our responsibility to the public if we postponed a decision any longer."

On the subject of post-hearing developments and further developments in the future, the majority said:

. . . In the Commission's opinion a new television system is not entitled to a hearing or a reopening of a hearing simply on the basis of a paper presentation. In the radio field many theoretical systems exist and can be described on paper, but it is a long step from this process to successful operation.

There can be no assurance that a system is going to work until the apparatus has been built and has been tested. None of the new systems or improvements in systems meet these tests so as to warrant reopening of the hearing. To do so would be inviting the risk that these new systems might fail as have all other systems in the past which we have been urged to adopt on the grounds of compatibility, and the increase in number of receivers in the hands of the public would make it exceedingly difficult to adopt an incompatible system—a system which we know is satisfactory.

Room for Experiments

The Commission does not imply that there is no further room for experimentation. Radio in general and television in particular are so new that extensive experimentation is necessary if the maximum potentialities of radio and television are to be realized. Many of the results of such experimentation can undoubtedly be added without affecting existing receivers. As to others some obsolescence of existing receivers may be involved if the changes are adopted.

In the interest of stability this latter type of change will not be adopted unless the improvement is substantial in nature, when compared to the amount of dislocation involved. But when such an improvement does come along, the Commission cannot refuse

(Continued on page 19)

Color TV Engineering Standards

FOLLOWING is text of the color television engineering standards adopted by FCC, effective Nov. 20:

ORDER

At a session of the FCC held at its offices in Washington, D. C., on Oct. 10, 1950;

The Commission having under consideration the promulgation of engineering standards for color television; and

IT APPEARING THAT on Sept. 1, 1950 the Commission issued (1) Findings and Conclusions in the above proceedings entitled "First Report of Commission (Color Television Issues)" (FCC 50-1064), and (2) its "Second Notice of Further Proposed Rule Making" (FCC 50-1065); and

IT FURTHER APPEARING THAT simultaneously with the issurance of this Order the Commission is issuing its "Second Report of the Commission" (FCC 50-1224);

ACCORDINGLY, on the basis of the findings and conclusions set forth in both of the above Reports,

IT IS ORDERED, That effective the 20th day of November, 1950, the Commission's "Standards of Good Engineering Practice Concerning Television Broadcast Stations" are amended in the following respects:

(1) Paragraphs "5", "6", "7", and "8" of Section I B entitled "Visual Transmitter" are revised to read as follows:

5. Color transmission.—The term "color transmission" means the transmission of color television signals which can be reproduced with different values of hue, saturation, and luminance.

6. Field.—The term "field" means scanning through the picture area once in the chosen scanning pattern and in a single color. In the line interlaced scanning pattern of two to one, it means the scanning of the alternate lines of the picture area once in a single color.

7. Frame.—The term "frame" means scanning all of the picture area once in a single color. In the line interlaced scanning pattern of two to one, a frame consists of two fields.

8(a). Color field.—The term "color field" means scanning through the picture area once in the chosen scanning pattern and in each of the primary colors. In the line interlaced scanning pattern of two to one, it means the scanning of the alternate lines of the picture area once in each of the primary colors.

8(b). Color frame.—The term "color frame" means scanning all of the picture area once in each of the primary colors. In the line interlaced scanning pattern of two to one, a color frame consists of two color fields.

(2) Paragraphs "5", "6" and "13" of Section 2 A entitled "Transmission Standards and Changes or Modifications Thereof" are revised to read as follows:

5. For monochrome transmission the number of scanning lines per frame shall be 525, interlaced two to one in successive fields. The frame frequency shall be 30, the field frequency 60, and the line frequency 15,750 per second.

6. For color transmissions the number of scanning lines per frame shall be 405, interlaced two to one in successive fields of the same color. The frame frequency shall be 72, the field frequency 144, the color frame frequency 24, the color field frequency 48, and the line frequency 29,160 per second.

13. The level at maximum luminance shall be 15% or less of the peak carrier level.

(3) The following new paragraphs "19" and "20" are added to Section 2 A:

19. The color sequence for color transmission shall be repeated in the order red, blue, green in successive fields.

20. The transmitter color characteristics for color transmission shall be such as to reproduce the transmitted colors as correctly as the state of the art will permit on a receiver having the following trichromatic coefficients, based on the standardized color triangle of the International Commission on Illumination:

Red	Blue	Green
x = .674	x = .122	x = .227
y = .326	y = .142	y = .694

(4) New "Appendix I" . . . entitled "Television Synchronizing Waveform" is substituted for "Appendix I" of the "Standards of Good Engineering Practice Concerning Television Broadcast Stations."

FEDERAL COMMUNICATIONS COMMISSION*

T. J. Slowie
Secretary

*Commissioners Sterling and Hennock dissenting.

Released: October 11, 1950

Simple Arithmetic!

in the great MIAMI market area 13 AM STATIONS DIVIDE 121,000 RADIO HOMES

but THE ONE EXCLUSIVE TV STATION HAS 36,000 FAMILIES ALL TO ITSELF

Programmed by all four major networks

WTVJ Channel 4 miami

STOP LISTEN LOOK

YOU CAN SELL MORE ON Channel 4 IN MIAMI

FREE and PETERS Natl. Representatives

TAVERN TV TAX

SCOTUS Declines Review

THE U.S. Supreme Court last week refused to rule on a lower court action upholding the legality of a state imposed license fee on television sets used in eating places licensed to sell liquor.

The high court's stand, in effect, throws open the whole question of how far a state government can go in imposing restrictions on televiewing. Generally, the action by the Supreme Court means that it does not consider some regulation at the TV reception level as a breach of Constitutional right.

The case involved a long pending legal battle which has been in the courts since 1947, the year when the Pennsylvania State Liquor Control Board promulgated a set of regulations which provided for the additional licensing of restaurants and other eating establishments holding a permit to sell alcoholic beverages, and using a television set for customer viewing.

Last March, the Pennsylvania State Supreme Court considered the case of the restaurateurs who protested the legality of the "amusement tax." At that time, the court ruled that the board's inclusion of television in its category of motion picture exhibitions was valid.

Action Pictures Prohibited

The Pennsylvania court had said in part:

"The intent of the statutory provision is regulation by the Liquor Board of screen exhibitions of action pictures in licensed establishments and the terms employed by the [Liquor Control Act] in such connection are sufficiently general as to embrace pictures produced by means of television."

Therefore, the court said TV entertainment could be characterized as a moving picture exhibition. "The capacity of the TV device, when in operation, for the rendition of moving picture exhibitions well satisfies the Board's requirement of an amusement permit for the exhibition of televised entertainment in licensed establishments," the state court ruled.

In Philadelphia the amusement fee is set at $120, as the board's regulation requires tavern owners showing TV to pay a fee that is one-fifth of the liquor license fee. The liquor permit levy in the Quaker City is $600.

Last year, by mutual agreement, the Philadelphia Retail Liquor Dealers Assn. and the board decided to by-pass the state superior court and go directly to the state's supreme court [TELECASTING, Dec. 5, 1949]. The retail liquor group has been carrying the fight for the Philadelphia taproom and restaurant owners. Earlier ruling, upholding the board, was in the Court of Common Pleas of Dauphin County.

Following the SCOTUS action, Abraham J. Levinson, PRLDA's counsel, indicated his group would end its legal battle. Dealers now must pay back fees (some $500,000) for years 1947-48-49 for use of TV sets in their places of business. The court, in effect, upheld collection of an estimated $6 million in fees from restaurants and taprooms.

Deputy Attorney General Horace A. Selegbaum, the board's counsel, said Pennsylvania "never had any intention of regulating television". Main issue, he added, was whether the state could levy the license fee—now the "next logical step" is to collect back fees.

The restaurant owners based their arguments on two main contentions, supported by another court case involving the right of the Pennsylvania State Board of Censors to regulate motion picture film used on television [TELECASTING, Sept. 11]. In the latter case the appeals court upheld the telecasters' assertion that the censorship regulation was unlawful because of Congress' power gained by enacting the Federal Communications Act and establishing the FCC, and thus regulating interstate communications. This case also is expected to reach the U.S. Supreme Court.

The tavern keepers contended that (1) the provisions under the liquor control act deprived them of their property in violation of the 14th Amendment, and (2) the power of Congress is plenary so as to exclude state regulation. They cited the appeals court action on TV film censorship as related to the latter contention.

However, the board maintained that the state statute did not conflict with the Communications Act as it concerned the "receiving" of television rather than the "broadcasting" (as in the censorship case.)

In its brief, the board stated:

The purpose of this act [Communications Act] is to regulate wave lengths and other conditions and activities, with a view to increasing and improving broadcasting. The act has nothing to do with the owner of a receiving set. It does not intend to regulate in any manner what use the owner may make of his set. It does not deal with the tax which he pays on his set any more than it deals with the price which he pays for his set.

It also asserted that the police laws of the state are superseded by acts of Congress "only where conflict is so direct and positive that the two acts cannot be reconciled or consistently stand together." In addition, the board cited the power of the state to prohibit the sale of intoxicating liquors if it "includes the power to limit or regulate the use of means or devices intended to encourage and increase purchase and consumption."

Admitting that the license fee regulation could be regarded as a "revenue" measure, a point stressed by the restaurateurs who felt the regulation was restrictive in that it could deprive them of their liquor or restaurant permit, the board said such a power was within the state's prerogative. The board said that as a revenue measure, the regulation also could restrict the "evils" in the attraction such entertainment (as television) would promulgate by encouraging persons to consume more liquor.

The Philadelphia General Assembly, it was noted by the restaurateurs, had amended in 1949 the Control Act thereby exempting TV reception from requirement of the amusement permit and payment of fee. But the city legislators had failed to amend a section which requires an amusement permit from eating places which are licensed to sell "malt beverages."

NEW 'CLOSE UP'

Quincy Sold on TV Sports

BOB QUINCY, sports columnist for *The Charlotte* (N. C.) *News*, seems convinced that watching football by television is better than being present at a game.

Assigned to cover the North Carolina-Notre Dame game Sept. 30, Mr. Quincy reported in his "Close-Up" column that a friend who saw the game by television straightened him out on several details he missed at the scene.

Commenting on one play, Mr. Quincy's friend said: "Weren't you at the game? The old Zoomar had it pin-pointed . . . Too bad you had to work that day. I'm telling you, television is the only way to watch it."

BENNY ON TV

First Show Set Oct. 28

JACK BENNY, sponsored by American Tobacco Co., will launch his first television program on Oct. 28, Saturday, 8-8:45 p.m. on CBS-TV. The time of the program has been relinquished by Ken Murray and his sponsor, Anheuser-Busch Inc., as a gesture of courtesy from one star to the other.

Mr. Benny's subsequent television programs, planned eight weeks apart, will be on Sunday with the exact time to be announced later. The Ken Murray show returns in its usual period the following week Nov. 4. The Benny show originates in New York.

Cuban Video

J. R. POPPELE, Television Broadcasters Assn. president, forwarded congratulatory greetings to Gasper Pumarajo, director of Union Radio, Havana, Cuba, on the eve of inaugural broadcast of the first TV station in Cuba. The station went on the air Thursday, Oct. 5.

Another WGN-TV *Exclusive!*

. . . The Only Television Station Represented at the 1950 National Television and Electrical Living Show

Al Morgan, WGN-TV Piano Wizard, greets guests at the WGN-TV Celebrity Center

● Chicago's top TV station again blazes the way. First with exclusive studios at the Chicago Fair, and now with the exclusive Television Celebrity Center at the National Television and Electrical Living Show.

. . . It means more friends for WGN-TV,
WGN-TV *advertisers,*
and WGN-TV *stars*
. . . another plus for advertisers
on the nation's top spot station.

DUMONT
WGN-TV
CHANNEL 9 · CHICAGO
The Chicago Tribune Television Station

It's like a four-ring circus—having the best shows from all four TV networks—and even more fun for 220,000 viewers.

No wonder Toledoans are climbing aboard at a lively clip. Sets sales now stand at . . .

And—as an added attraction, remember WSPD-TV bonus coverage in Northwestern Ohio and Southern Michigan.

There's still a spot for you. Why not climb on, too? Katz has the story. Get it today.

WSPD
TOLEDO, OHIO
A FORT INDUSTRY STATION
5000 WATTS ● NBC
Represented by
THE KATZ AGENCY, INC.

WSPD-TV
CHANNEL 13
Nat. Sales Hq: 488 Madison Avenue, New York 22, ELdorado 5-2455

telestatus

Rorabaugh Reports On August Advertisers

(Report 133)

NETWORK television advertising increased between July and August by 10%, registering a total of 66 advertisers in the latter month. Spot business was up 3% between the two months while local TV business dropped 2% in number of advertisers. A total of 3,695 advertisers was registered for August.

In August there were 718 spot and 2,911 local TV advertisers, according to the *Rorabaugh Report on Television Advertising*. Network material covers the entire month and all stations. It is reported by the networks' headquarters. Information on spot and local business is for the week of Aug. 6-12 and is based on material supplied by 94% of the then operating stations.

NBC-TV led the network field with 38 different advertisers sponsoring 41 shows: On CBS-TV there were 22 advertisers and 18 shows—*Homemakers Exchange*, 4-4:30 p.m., Mon.-Fri., had five participating sponsors. There were 11 advertisers active during the month on ABC-TV with 12 shows. For DuMont network Rorabaugh listed nine advertisers with 10 shows.

In number of stations used, the largest network advertiser active during the month was RCA Victor. Through J. Walter Thompson the firm placed *Kukla, Fran & Ollie* on 58 NBC-TV stations for a half-hour on Monday and Friday evenings. Sponsorship resumed Aug. 28 following a summer hiatus.

The biggest piece of new network business in number of stations also went to NBC-TV. Alsco Inc. (storm doors and windows), through Dublin Advertising Inc., started sponsorship of the *Wendy Barrie Show* on Aug. 23. The program is seen for 15 minutes Wednesday night on 37 stations.

O'Cedar Corp., which had placed business on 46 stations in July, increased its schedule to include 72 stations in the August Rorabaugh report. In point of stations this was the largest spot account.

The U. S. Army Air Force was the largest new spot account shown, placing announcements and participation spots on 38 stations through Grant Advertising.

* * *

Ballantine Tops For Commercials Liked

BEST LIKED television commercials in the New York-New Jersey area are those for Ballantine, according to the September issue of *The Television Audience of Today*, released by Advertest Research. Bulova commercials were reported to be the best remembered.

Others of the best liked commercials were those for Texaco, Lincoln-Mercury, Lucky Strike and Ford. The Lincoln-Mercury advertising was named by 12.6% of the respondents as being the most convincing. Although commercials for the Food Slicer were listed among the least liked, 9.3% of all respondents said they have purchased the product because they learned about it or were prompted to try it through TV ads.

The best liked type of TV advertising, according to 57.9% of those queried, was that "showing product in use." The least liked was that which showed "famous person endorsing product."

Information is based on 756 personal interviews in the New York TV area during the first 13 days of September.

* * *

Comedy-Variety Lead Multi-Market Report

COMEDY - VARIETY programs were the leading network fare in August, according to an analysis of network TV programs listed in the Multi-Market TelePulse. Wrestling was the highest rated type of program.

Complete breakdown was shown as follows:

NETWORK TV PROGRAMS, BY TYPES
(From Multi Market TelePulse, Aug. 1-7, 1950)

	No. ¼ Hours	Average Rating
Comedy Variety	67	11.1
Kid Shows	61	9.1
UN Sessions (3 nets)	53	11.0
Drama	36	11.5
Wrestling	30	14.4
Quiz & Audience Partic.	26	12.0
Interviews	22	6.8
Forums, Discussions	20	5.4
Talent	18	10.2
Roller Derby	17	9.2

(Continued on page 188)

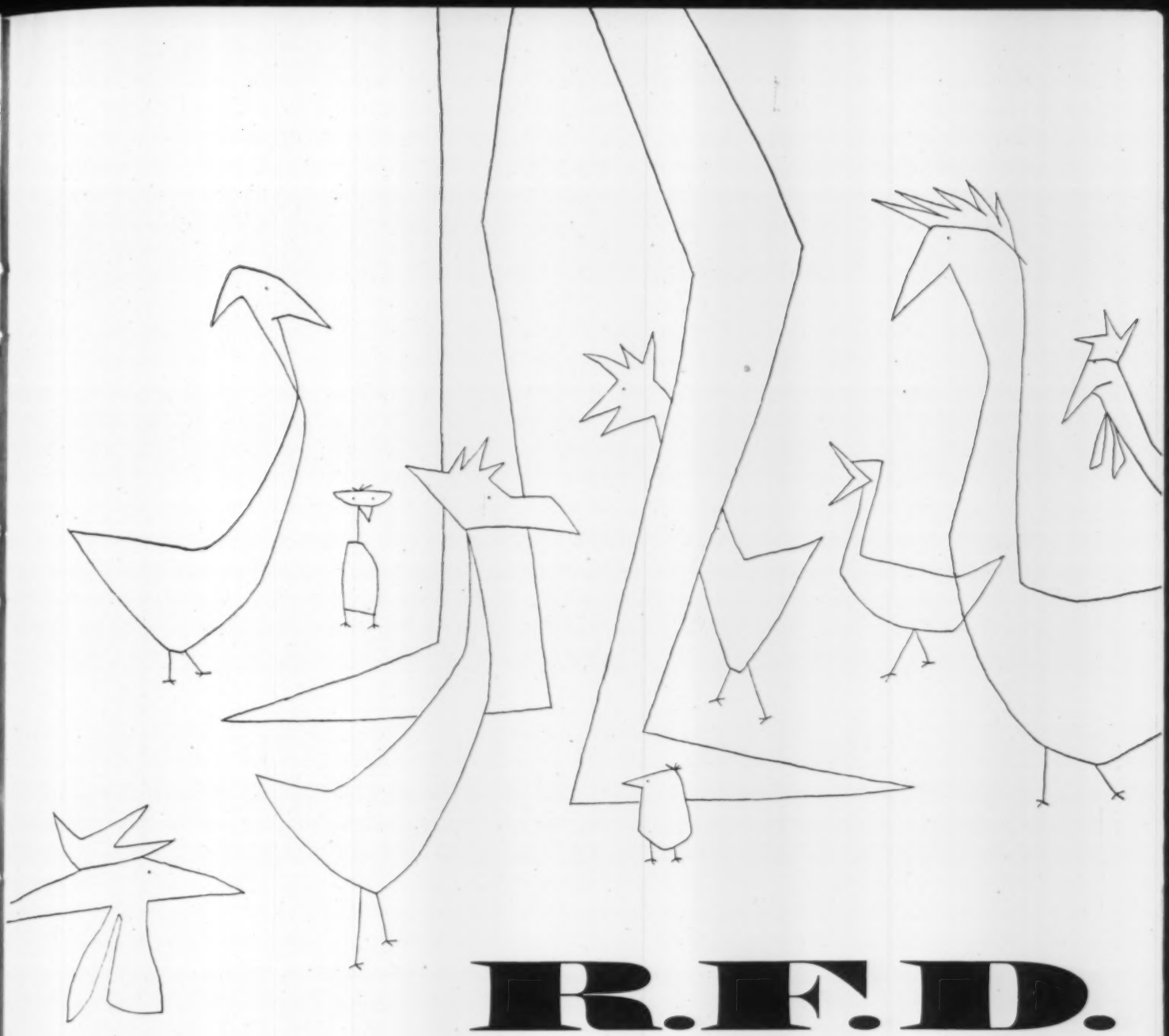
Weekly Television Summary—October 16, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	4,550
Ames	WOI-TV	19,380
Atlanta	WAGA-TV, WSB-TV	57,600
Baltimore	WAAM, WBAL-TV, WMAR-TV	207,729
Binghamton	WNBF-TV	23,780
Birmingham	WAFM-TV, WBRC-TV	23,500
Bloomington	WTTV	10,600
Boston	WBZ-TV, WNAC-TV	489,942
Buffalo	WBEN-TV	120,464
Charlotte	WBTV	32,358
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	627,881
Cincinnati	WCPO-TV, WKRC-TV WLWT	157,000
Cleveland	WEWS, WNBK ,WXEL	315,024
Columbus	WBNS-TV, WLWC, WTVN	86,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	76,839
Davenport	WOC-TV	23,529
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Dayton	WHIO-TV, WLWD	106,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	306,420
Erie	WICU	38,700
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	76,839
Grand Rapids	WLAV-TV	56,211
Greensboro	WFMY-TV	25,000
Houston	KPRC-TV	42,640
Huntington-Charleston	WSAZ-TV	24,000
Indianapolis	WFBM-TV	80,000
Jacksonville	WMBR-TV	19,000
Johnstown	WJAC-TV	37,800
Kalamazoo-Battle Creek	WKZO-TV	40,570
Kansas City	WDAF-TV	61,613
Lancaster*	WGAL-TV	58,884
Lansing	WJIM-TV	31,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV	693,369
		Number Sets
Louisville	WAVE-TV, WHAS-TV	45,708
Memphis	WMCT	54,593
Miami	WTVJ	37,500
Milwaukee	WTMJ-TV	145,557
Minn.-St. Paul	KSTP-TV, WTCN-TV	141,100
Nashville	WSM-TV	8,500
New Haven	WNHC-TV	102,300
New Orleans	WDSU-TV	34,348
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,555,000
Newark	WATV	Inc. in N. Y. estimate
Norfolk	WTAR-TV	34,939
Oklahoma City	WKY-TV	42,254
Omaha	KMTV, WOW-TV	38,165
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	600,000
Phoenix	KPHO-TV	16,900
Pittsburgh	WDTV	137,000
Portland, Ore.	.....	978
Providence	WJAR-TV	78,980
Richmond	WTVR	42,534
Rochester	WHAM-TV	51,088
Rock Island	WHBF-TV	23,529
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Salt Lake City	KDYL-TV, KSL-TV	27,400
San Antonio	KEYL, WOAI-TV	29,479
San Diego	KFMB-TV	58,000
San Francisco	KGO-TV, KPIX, KRON-TV	85,345
Schenectady Albany-Troy	WRGB	106,800
Seattle	KING-TV	43,200
St. Louis	KSD-TV	184,500
Syracuse	WHEN, WSYR-TV	71,295
Toledo	WSPD-TV	55,000
Tulsa	KOTV	40,160
Utica-Rome	WKTV	24,875
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	174,485
Wilmington	WDEL-TV	46,749

* Lancaster and contiguous areas. Total Markets on Air 63 Stations on Air 107 Sets in Use 8,012,115

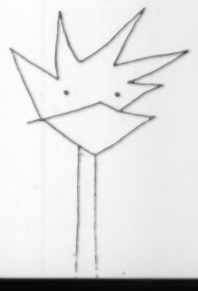
Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

XUM

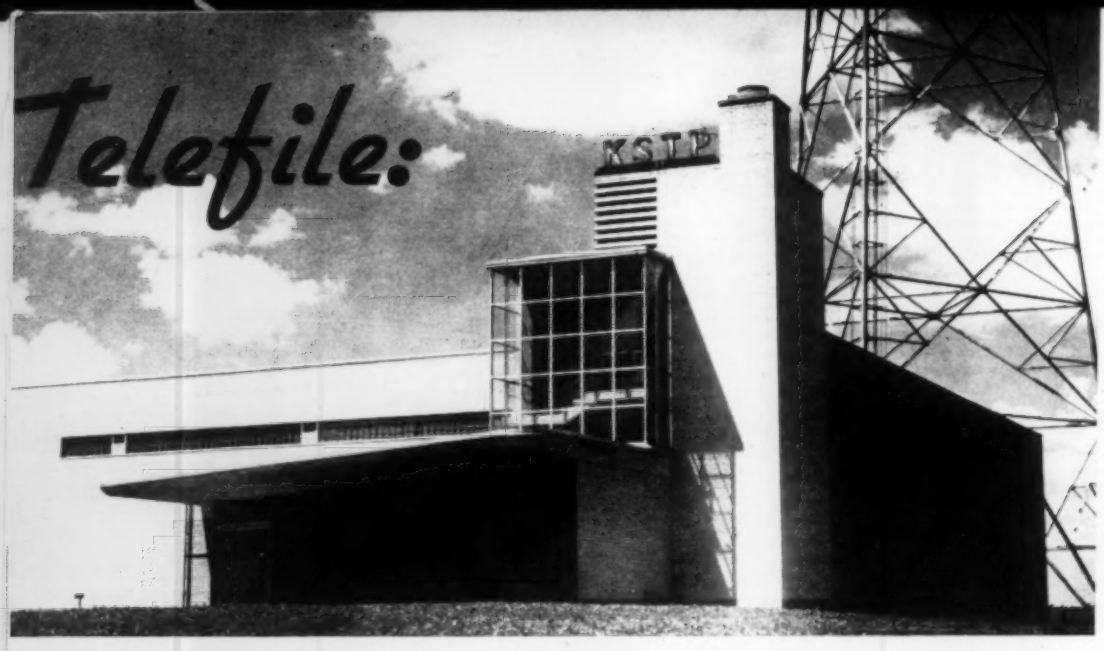


R.F.D.

Rural Free Delivery — Where in the world but in Southern California would a television transmitter get located on a mountain top? Mount Wilson, to be exact. And from nearly 6000 feet up, KTTV's signal goes out to plenty of folks with an RFD on the mail box. *Our* mailbox sees loads of letters postmarked Santa Barbara, Bakersfield, San Diego, Riverside — places far beyond the normal 40-mile radius. And those RFD people are very important to all advertisers, who know (or should know) that Los Angeles County is the wealthiest agricultural county in these United States. KTTV reaches out farther . . . with a Rural Free Delivery that means television advertising impressions on both cities and farms. Find out more from us or Radio Sales.



KTTV *Los Angeles Times · CBS Television*



KSTP-TV's Pioneering Spirit A Tribute to Acumen Of President Stanley Hubbard

WHEN T-Day dawned officially on Minneapolis and St. Paul in April 1948, Twin City televiewers were eagerly prepared to receive the new electronic medium. Over 3,000 of an estimated 1,750,000 people within a 60-mile radius had already purchased their sets, establishing a record for number of receivers in homes even before the birth of television there.

Today over 141,100 teleset owners in this great Northwest area, the "bread basket of the nation," are looking back over two and a half years during which television progressed swiftly and are experiencing a new TV milestone.

Late last month—on "C-Day," Sept. 30—AT&T officially inaugurated two-way coaxial cable and microwave relay service between Chicago and Des Moines and Minneapolis—thus linking the illustrious Twin Cities with New York.

Wags and hatchet-wielders who formerly shook their heads and cracked that "the only thing Minneapolis and St. Paul have in common is their sewage disposal system" had better take heed and reconsider.

For viewers, of course, the innovation means the advent of live TV programming; for the officials of KSTP-TV, the Twin Cities' pioneer video outlet, it indicates the cessation of much film and kinescope operation, higher quality programs, greater goodwill for TV and a better sales pitch for the station.

Enthusiastic Reception

There was every indication that this newer service, now being presented by KSTP-TV, has been as enthusiastically accepted by the televiewing populace as its initial fare offered April 27, 1948.

If you ignore, for the moment, the fact that Stanley Hubbard, enterprising president and general manager of KSTP-AM-FM-TV, purchased one of the first TV cameras in the U. S. and actually began experimenting in June 1939, then it could be said that the station really started testing in earnest in March 1948, one month before its commercial debut. At that time it became the first television affiliate of NBC-TV.

T-Day became a reality for both Twin Cities in the strictest literal sense. As if to show no ostensible favoritism, the station handled construction in such a way that one leg of its 571-ft. tripod tower rests in St. Paul, another in Minneapolis and the third squarely on the intercity boundary line at 3415 University Ave.

KSTP-TV's Radio City home was built specifically for television and radio productions and is the site of program fare tailored to the tastes of highly industrialized Minneapolis and its more or less rural-minded twin, St. Paul.

* * *

BEHIND the scenes of T-Day lay two years of arduous work and planning and a cool $500,000 expenditure which reflected Mr. Hubbard's sentiments at the time: "If we did not have complete confidence in television's future, we would hardly have considered making a half-million dollar investment."

Assisting Mr. Hubbard in KSTP-TV operation are Kenneth M. Hance, vice president and treasurer of KSTP Inc., and Dell Franklin, director of TV program operations.

* * *

With the advent of interconnection with NBC, KSTP-TV expanded its operating schedule covering the hours 12 noon to midnight, seven days a week. This development capped a trend over a 14-month period—from July 1949 to August 1950—which showed an increase in KSTP-TV program hours from 35 to 46, while the set count rose from 20,250 to 105,100.

Highlights of KSTP-TV's schedule, in addition to NBC network programs, include telecasts of Minneapolis Millers American Assn. baseball games during the summer and major college football contests.

Homemakers' programs also grace viewers' screens in the forenoon and afternoon hours, with such features as *Homemakers Fun Fest* and *What's Cookin'*, both local participation shows. Another popular favorite is the *KSTP Square Dance*, aired Wednesday, 6-6:30 p.m. CST on a local sustaining basis. Station also has carried Sunset Valley *Barn Dance* under sponsorship of F. C. Hayer.

Leading local or regional advertisers now picking up the tab for station programs include Golden Rule Dept. Store, Cavalier Cigarettes, Purity Bakeries, Kuehn Pearson, Nash Coffee, Juster Bros., Klein's, Brach Candy, Peter Paul Candy, Roma Wine, Twin City Federal Savings & Loan, Pure Oil Co., First National Bank and Ford Motor Co. Other advertisers who have sponsored shows are Minneapolis Savings & Loan Assn., Nutrene (Dog Food), Coolerator Co., Jacob Schmidt Brewing Co., Republic Motors.

Success stories have accumulated with increasing volume at KSTP-TV, thanks largely to a fireball sales promotion department headed by Joe Cook and an equally aggressive, hard-hitting commercial staff under Miller C. Robertson.

From the outset, when KSTP-TV embarked on a feverish cam-

(Continued on page 184)

Mr. FRANKLIN

Mr. ROBERTSON

Mr. HUBBARD

Mr. COOK

Mr. HANCE

XUM

When television won its wings

How multiple uses for airborne cameras and equipment were revealed by experiment

No. 10 in a series outlining high points in television history

Photos from the historical collection of RCA

Mounted in the nose of an airplane, *special RCA airborne television equipment will give ground observers a sharp, clear, bird's-eye view of land and sea.*

• Put a television camera in the nose of an observation plane, and generals—many miles away—can watch and direct the course of a battle. Such, in World War II, was one of the suggested uses of airborne television as an "optic nerve."

Feasible? Absolutely—yet this is only one of the many ways in which television can serve in fields outside those of news and entertainment. The entire subject of the use of television cameras and receivers in the air has been carefully investigated by RCA scientists and engineers.

RCA Laboratories in Princeton, N. J., *as seen from the air. New uses for television—including, for example, its adaptation to aviation—are one part of this progressive institution's research program.*

Not too long ago, at the time when plans for our inter-city television networks were in discussion, the idea of making telecasts from planes high in the air was proposed.

From New York, a plane equipped with a television receiver, set off on a flight to Washington—more than 200 miles away. When above Washington, at an altitude of 18,000 feet, passengers in the plane clearly saw Brig. General David Sarnoff, of RCA, talking to them from Radio City in New York! Later, RCA placed a camera and transmitting equipment in an airliner, and a bird's-eye view of New York was successfully telecast to observers below!

It has also been proposed by authorities, that a television camera might be used as the "eye" of a guided missile. Placed in a rocket's nose it would let a distant operator see where the missile was headed. If need be he could steer it in any direction to hit a moving target.

Also highly important to us now, but less on the destructive side, are the possible uses of television in "blind flying" conditions, when airports would normally be closed in from bad weather. With a television receiver in the cockpit, and a transmitter sending information from the landing field ahead, the pilot could clearly see conditions in the airport, on runways and approaches—come in with far greater security than when guided by radio alone!

Radio Corporation of America

WORLD LEADER IN RADIO—FIRST IN TELEVISION

One Pickup

PLAYS ALL DISKS

New Fairchild Turret-Head 3-Way Transcription Arm Plays Standard Laterals, Microgrooves, and Verticals Without Plug-ins . . .

WHAT IT IS:

A revolutionary new pickup with provision for 3 separate cartridges—All in ONE arm

WHAT IT DOES:

Obsoletes plug-in cartridges. Eliminates extra pickups on turntable. Performs functions of 3 separate pickups.

RESULTS:

- ***Lateral, Vertical, Microgroove in 1 Arm***
- ***Any combination of cartridges in 1 Arm***
- ***Simply turn knob to select cartridge***
- ***Pressure changes automatically***
- ***Optimum performance — separate cartridge for each function***
- ***No arm resonance — new viscous damping***
- ***Fits all transcription turntables.***

Write for Illustrated Details

Fairchild
RECORDING EQUIPMENT CORPORATION
154TH STREET AND 7TH AVENUE
WHITESTONE, N. Y. FR-119

Telefile

(Continued from page 182)

paign to sell television to Twin City viewers and advertisers alike it has marshalled its ingenuity and energies to back its programs and sponsors to the hilt. The results have been highly gratifying in point of sales, quality programming and good public relations, not to mention national trade acclaim for its promotion techniques.

KSTP-TV has a name—"Planalyzed Promotion"—to describe the thorough method of merchandising aimed at resolving the needs of each advertiser.

* * *

A GOOD example of KSTP-TV "successes" was *The Shopmaster*, whose advertising manager, Bill Smith, reported "tremendous returns" after the first three weeks of his Sunday show. His figures showed a mail response of over 1,400 per week last March—2% of the total TV receivers in the market at that time. He also praised the program for generating "tremendous dealer interest and unexpected upswing in actual orders."

Furthermore, Jimmy Valentine, m.c. of the *Shopmaster* show and his own *Jimmy's Junior Jamboree*, was averaging a total of more than 1,800 mail pieces for the two shows.

Heavy Mail Pull

KSTP-TV's mail pull is not limited to the Twin Cities as evidenced by results obtained from an offer early this year. A single announcement offering a free picture of the celebrated KSTP-TV *Barn Dance* drew 1,400 requests from 33 Minnesota, 10 Wisconsin and three other out-of-state counties.

Of more recent vintage, a Schwinn Panther contest conducted by Mr. Valentine last May on *Jimmy's Junior Jamboree* surpassed any previous mail test for children in Twin Cities television. Youngsters under the ages of 16 were asked to submit a list of words from the letters in "Schwinn Panther." Over 3,200 responses were received.

Last April 17 a one-time five-minute show, demonstrating a $2.95 telescopic bamboo fishing rod, brought 102 orders to Minnesota Fishing Tackle Co., sponsor, within one hour after the program was aired. And last July Klein-Stillman stores reported "unprecedented advertising success"—an actual 30% boost in sales volume—following a schedule of spots for Chicken-of-the-Sea (canned tuna fish).

Real estate also proved a successful venture on KSTP-TV through telecast of a one-minute film announcement scheduled only twice last May. The "plug" sold a $40,000 home for the client, Confer Realtors.

And Twin City Federal Savings & Loan Assn., serving as a source for loans to realtors, reported "excellent results" on a Friday evening telefeature, *Let's Look at Houses*. Several prospects found themselves competing intensely for a $42,000 suburban house advertised by Confer in other media without a "nibble." It was so "pleased," in fact, that it announced its intention of purchasing a series of 55 announcements.

As early as September 1948, five months after KSTP-TV took the air, the station set out to survey effectiveness of sponsor identification with respect to one product, Nutrena Dog Food, advertised on its facilities. It was listed at better than 74%.

KSTP-TV's newsreel department, headed by Teletographer Dick Hance, is a pride and joy of the Twin City's first TV station. Mr. Hance, a photography specialist who won a coveted national award in 1935, handles filming of *Telefoto News*. Since he joined KSTP ranks as motion picture director in 1948, the ex-Marine photographer has turned out upwards of 200 editions of the popular *Telefoto News*.

His previous experiences included stints with James Fitzpatrick of Travelogue fame and 20th Century-Fox, as well as production of 16mm industrial sound motion pictures and films for U. S. companies and distribution of Marine Corps combat films during the last war.

Twin City viewers still evince surprise over the speed with which this news coverage flashes across their screens after being filmed. Officials will say, in a word, that it's a surefire combination of excellent photography and the Huston developer, which is capable of processing a complete newsreel in about 30 minutes.

They will add, with justifiable pride, that *Telefoto News* is more than just a station feature—it is a definitely organized service to viewers, utilizing the benefits of shortwave telephone in the mobile unit and shortwave police radio equipment in KSTP-TV's news department. With 24-hour contact, Mr. Hance is thus able to concentrate on any news beat instantaneously, while a news department reporter compiles additional data. The film and notes are then coordinated by an announcer for TV.

Actually, the station claims, *Telefoto News* is capable of producing pictorial reviews of spot news faster than a daily newspaper.

KSTP-TV's Rate Card No. 5, effective this past July 1, designates Class A time as 5:59-11 p.m., Monday through Friday, and 12:59-11 p.m., Saturday and Sunday. During the week 4:59-5:59 p.m. is set aside as Class B, while Class C comprises "all other times."

KSTP-TV has a top Class A one-time rate of $500 an hour. Maximum Class B and C hourly rates are $375 and $250, respectively. Ten-second announcements in each of the three time categories run $50, $37.50 and $25.

Number of TV receivers in the Twin Cities area is now over 121,000, a fact in which KSTP-TV officials can well rejoice. It is, of course, true that station management is likely to gauge its rates by the uncontroverted yardstick of set coverage.

But, in the case of KSTP-TV, there's another reason. Shortly before T-Day, the station's promotion department contacted all TV receiver distributors and firms and offered a promotional service. Station sent out to each new set owner a letter of welcome and business reply card entitling him to a free program schedule and additional television data each week.

This service, maintained without charge during the first year of KSTP-TV's operation, had the effect of giving station officials a "consumer panel" and source of direct promotion to the people its advertisers would be expected to cultivate. The mailing service was discontinued a year later (in April 1949) when Twin City newspapers initiated program schedules now used by the station for surveys.

* * *

CURRENT facilities include equipment for sound and still pictures, film processing, silent movies and films and slides. Included are such equipment items as a single-system Berndt-Bach Auricon camera with full lens complement; Leica with lens complement; Huston speed developer; latest-type Bell & Howell camera with lens complement, and Cine Kodak; two iconoscopes; and a 16mm strobo-light projector equipped for over two hours of continuous operation.

KSTP-TV operates on Channel 5 (76-82 mc) with 17.3 kw aural, 24.7 kw visual and is licensed to KSTP Inc., headed by Mr. Hubbard. Its tower, composed of 128 tons of steel, took two and a half months to erect and is located on a foundation of nearly 300 tons of concrete, each footing being 97 tons. The foundation is equivalent to the height of a two-story building.

Throws in the Towel

WASHINGTON public relations man Earl Brown apparently never misses a chance to put in a plug for his client—the Statler Hotel. His latest opportunity came when a group of doctors attending the annual scientific assembly of the District of Columbia Medical Society watched an operation at a local hospital being telecast in color. Across the patient's chest was a Statler towel.

VIDEOTOWN

Three-Year Report Issued

UNPRECEDENTED growth of television in the last three years is further pointed up by the third annual survey of "Videotown," Cunningham & Walsh's laboratory city. Report released last week is claimed by Gerald Tasker, C&W's director of research, to be one of the most comprehensive census of the television market ever made.

As in the first two surveys, every home was checked for sets. In addition to locating sets by outdoor antennas, half of the homes were interviewed to make certain none were missed, C&W reported. This year an additional 625 non-owners were interviewed for comparisons with TV owners. Data was obtained in all TV homes on set make, date of purchase and model of set.

Jan. 1, 1948, found only 153 TV homes in Videotown, while in April 1950, when the third census was made, 3,007 families owned 3,023 sets. With over half the sets less than one year old, it was surprising to find a large replacement market. A total of 5% of all TV families had replaced a set, C&W said, while 25% had replaced pre-'48 sets and 10% replaced '48 sets, giving evidence of the future growth of this market. Reason for replacing set was reported as a desire for a larger screen in 57% of the cases and better set performance in 33%.

Two-Set Trend

Another new trend is the second set market, with 16 Videotown families now owning two sets. The second set was usually for children's use or as a stand-by. As compared to one in nine in April 1949 and one in 50 two years ago, one-fourth of Videotown homes now have TV sets.

The size of the TV family has shown little change, the report indicated, but it has remained consistently larger than the non-TV family. A drop in the number of adults in the TV-family is off-set by the steady increase in the juvenile audience, indicative of children's influence in the purchase of TV sets. Of the TV families, 50% have children under 10 as compared to 31% of the non-TV families.

The 27.4% TV set owners in Videotown are distributed by "socio-economic" groups in almost the same proportions as the town as a whole. In the past three years the percent of sets owned by the upper class has been cut almost in half, while the percent owned by the lower class has almost doubled. Lack of interest was cited as the reason for buying resistance in the first group, while at the lower end inability to afford a set was the reason given. Installment buying has a had a tendency to offset this latter reason.

Set purchases have showed a marked increase each half year. The first four months indicate the first half of 1950 would reach a new high. Twenty-eight per cent of non-owners indicated a possible future purchase. Upper bracket groups tended to give a straight "yes" or "no" answer while lower and middle groups qualified more frequently with, "If I have the money" or "get a bonus."

Reasons given for not buying: 50% can't afford (lower and middle group); 20% are not interested in TV. Other reasons included "waiting for better programming," etc. Only a few cited landlord restrictions or advent of color TV as drawbacks.

With the shift in buying from the well-to-do to the middle and lower groups, financing has increased from 40% in 1947 to a high of 58% in April 1950. Table models, which accounted for 67% of sales before 1947, have dropped to one-third of the total units. Consoles now comprise over half (54.5%) of the sets sold, with combinations making up about 13%.

The trend is to larger screens with the 10-inch screen disappearing from April buying and the 12-12½-inch showing a drop for the first time. The 15 and 16-inch screens for the first time equalled the 12-inch in sets sold in April and the 19-20-inch screen continued an upward climb at a conservative rate.

More brands are now competing for Videotown trade, the number increasing from 30 in 1949 to 52 in 1950. However, even with increased competition the two leaders in the field continue to take about 30% of the total. Service contracts are not being renewed by owners of older sets, the report showed.

On the controversial subject of sports attendance by TV set-owners, 1.9% of the adult males in TV homes reported attending events as compared to 2.0% in non-TV homes. Movie attendance on an average week-day night was 2.6% for TV homes and 5.0% for non-TV homes. In telephone homes, 28.2% had TV and non-telephone homes, 23.4%.

HOW BRANDS ARE COMPETING FOR VIDEOTOWN TRADE

Brand	Pre '48	1948 1st 1/2	1948 2nd 1/2	1949 1st 1/2	1949 2nd 1/2	1950 1st 1/3
A	59.7	55.6	29.9	15.3	21.5	15.9
B				11.8	6.9	15.5
C	9.7	5.3	14.6	10.3	5.7	4.0
D	18.1	9.6	9.6	8.0	8.7	7.6
E	..	1.9	10.0	11.2	9.0	8.5
F	6.2	7.2	9.2	6.0	3.5	3.1
G	..	5.3	4.1	12.3	9.1	9.6
H	..	3.8	6.3	4.3	8.7	5.1
I	0.7	2.4	5.2	4.5	7.0	4.0
J	0.7	2.4	2.6	4.5	6.5	7.8
K	..	..	0.2	2.0	2.2	4.7

Two For One

BASEBALL fans watched one game and heard another on WCPO-TV Cincinnati Oct. 1. Waite Hoyt, baseball broadcaster for the WCPO stations and a former Yankee great, gave the play by play of the Dodgers-Phillies game from Brooklyn on WCPO-AM-FM-TV while the Reds-Pittsburgh game was being shown on WCPO-TV screens. "After the first few minutes," said Mr. Hoyt, "the TV viewers caught on to the idea of watching one game and hearing another."

COST ACCOUNTING

Nicholson Views TV Problems

METHOD of "Cost Accounting in Television" is provided by C. E. Nicholson, chief accountant, West Coast Studios, Paramount Television Productions Inc., Hollywood, writing in the September issue of the NACA *Bulletin* (National Assn. of Cost Accountants, New York).

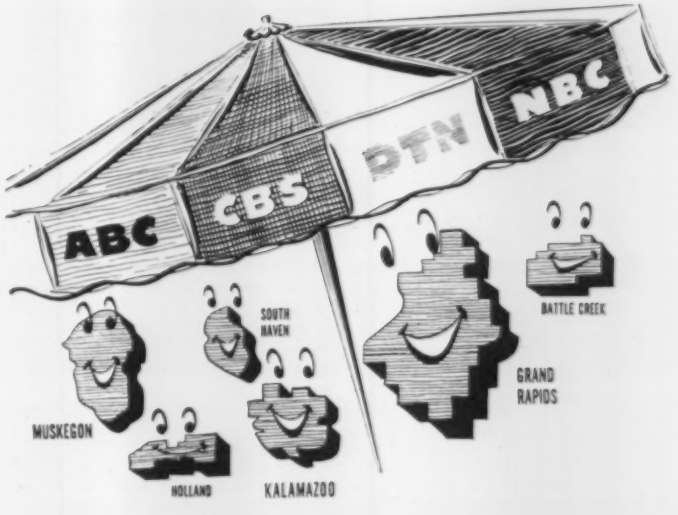
Giving the system and problems encountered in the accounting of KTLA (TV) Los Angeles' activities, Mr. Nicholson relates: "In costing of telecasting programs, it is a case of direct costs plus the cost rate per minute for the service departments. At all events, this is the procedure of the company which serves as the basis for this article."

Article analyzes the following: Elements of program costing; television sales, billings and program types; costs — agency discount and sales promotion; program costs—direct costs etc.

Miller on Microphone

BIRDS-EYE view of a fire at the West Virginia Electric & Supply Co. on Labor Day telecast by WSAZ-TV Huntington, W. Va., had News Editor Ron Miller at the microphone. TELECASTING last month inadvertently reported another station staff member doing the narration.

nothing but smiles under our umbrella!



WLAV-TV
CHANNEL 7 — GRAND RAPIDS
ONE YEAR OF SOLID SERVICE
Represented by John Pearson

NETWORK PLAN *Reaction Split on FCC Proposal*

A BITTER BATTLE loomed last week over FCC's proposal to equalize competition among the four TV networks by "temporarily" governing the amount of time a TV station in one-, two-, and three-station markets may take from any one network [BROADCASTING, Oct. 9].

NBC-TV, which would be hit hardest by the Commission's proposal, has made it clear it will oppose the plan, and CBS-TV, which would be the secondary victim, is considered sure to follow suit. ABC-TV and DuMont-TV on the other hand are expected to support the proposal in principle, although neither they nor CBS-TV would comment.

Statements by "any interested person" are to be filed by Nov. 13 and replies 15 days later, after which FCC said it would decide whether a hearing should be called.

Aside from the opposition anticipated from NBC-TV and CBS-TV, numbers of stations are expected to protest the proposal.

Their opposition is expected to include the argument that the plan is a clear invasion of a licensee's right—and responsibility—to select programs in accordance with the needs and preferences of his local audiences.

Authorities representing this point of view had an answer to FCC's inferential citation of its network rules as a precedent for its current proposal.

The network rules, they said, were premised on the theory that they would improve program service and give the licensee a greater freedom of program choice. The current proposal, these authorities continued, actually would give the licensee less freedom, permit FCC to "back into a position of jurisdiction over the networks," and not necessarily improve program service.

Further, they said, the theory might be extended to the aural broadcasting field since there are many communities which have fewer aural stations than there are aural networks—which was the basis of the TV proposal.

The plan is expected to get close attention by the NBC Stations Planning and Advisory Committee and the NBC affiliates meeting next week (Oct. 18-20) at White Sulphur Springs.

Comments Invited

FCC's proposal was based on the theory that a severe imbalance exists among the TV networks insofar as program acceptance is concerned, and that, "while the scarcity of television broadcast stations persists," FCC should enact rules which would improve TV network competition.

FCC asked for comments on the need or lack of need for such rules, but with "particular consideration" to a regulation which would—except for a single five-hour segment per week—forbid the only station in a one-station community to carry any one network's programs for more than two hours in the 1-6 p.m. period and two hours in the 6-11 p.m. period; a station in two-station markets would be limited to three hours from any one network in each segment, and those in three-station communities would be limited to four hours from any single network out of the five hours in each segment.

The rule would apply not only to programs relayed by the coaxial cable or radio relay, but also to "delayed broadcasts of network programs by any means whatsoever."

An alternative might be, FCC said, an affirmative rule specifying a minimum number of hours to be taken from each network.

On the basis of an "informal survey for a one-week period in May," FCC found that NBC "furnished more network programs to the 17 one-station communities studied than did the other three networks combined. This network had approximately 69% of afternoon network time between 1 p.m. and 6 p.m. and 65% of total network time between 6 p.m. and 11 p.m.

"Another network had only 5% of the evening network time carried by the 17 stations although it telecast approximately 25% of the total hours of network time offered during the week," FCC continued. "The hours of network time taken by the stations from the network with greatest station acceptance are completely disproportionate to the number of hours of network programs made available by each of the four existing networks."

Vigorous Competition Good

The "unbalanced competitive situation" also exists in the two- and three-station markets, but "to a lesser degree," FCC said. FCC continued:

The Commission believes that vigorous competition among a number of networks, which will enable all of them to develop so as to be capable of fulfilling future needs when there are additional television stations on the air would serve the public interest. The Commission also believes that the public interest requires the fullest possible availability of programs of all television networks. . . .

It is the Commission's duty to see that the benefits of network broadcasting are realized in such a way that the programs offered by all the networks may be available to the public, and to remedy situations which limit the viewer's choice of network programs to an unreasonable degree in any particular locality.

The dominant position occupied by one network in all three types of communities, coupled with the high incidence of exclusivity of acceptance of the programs of one network by the stations in the two and three-station cities, tends to prevent competition and to deprive the public of a diversity of program choice. . . .

NEW SPECIALISTS

TV Can't Train—Miner

CONCEPT that television production offers greatly increased employment opportunities for personnel other than technical is "cruelly false," and those who have entered the field had previous training, Worthington Miner, manager of CBS television program development and producer, has asserted.

Writing in the October issue of *Quarterly Journal of Speech*, edited at Ohio State U., Mr. Miner said that television cannot afford to train creative specialists which the industry requires, even though it constantly seeks new talent and has developed an "impressive number" of fresh personalities. Mr. Miner pointed out that increased job opportunities have been in the technical phases, such as stage hands and electronic technicians.

Lion Fight

WHEN WTVR (TV) Richmond, Va., put on a special noontime show about the Atlantic Rural Exposition Sept. 29, the unexpected happened. One of the attractions, a full grown lion, started a fight in the studio while on the air. Object of the lion's rage was his own image in the studio's monitor screen. Sending WTVR personnel scurrying to safety, the animal fought for 10 minutes before a brave cameraman turned off the monitor screen. Meanwhile, viewers saw the whole show when one cameraman, behind a protective wall, was able to cover the action.

MONOGRAM

Enters TV Film Making

IN ADDITION to part of its present library of motion pictures being available for telecasting, Monogram Pictures Corp. will enter the field of TV film production, Steve Broidy, president, revealed last week in the annual report to stockholders.

Although no starting date has been set, and implying negotiations are in talking stage only, he said several proposals have been made to produce films especially for TV. Mr. Broidy stated Monogram "has carefully explored the part which it can profitably play in the rapid growing field of television."

Pointing out that his company has one of the largest libraries of films available for television, part of which has been and is currently being telecast, Mr. Broidy told stockholders that Monogram has a general staff long experienced in production of low-budget series type picture that is particularly suited to telecast programming. "It is possible we may begin such production within the near future," he stated.

GERBER SIGNS TWO

For First TV Venture

GERBER PRODUCTS Co., Freemont, Mich. (baby foods), will launch its first television show Oct. 18 with the twice-weekly program, *The Most Important People*, on WABD (TV) New York and WTTG (TV) Washington.

The show features Jimmy Carroll, tenor, and Mrs. Carroll, who will do the commercials.

Gerber has built its baby food business from $22,000 a year in 1928 to $50 million in 1950. Federal Adv., New York, is the agency.

WBNS-TV Columbus, Ohio, has increased telecasting hours with new Mon.-Fri. sign-on time of 10 a.m., giving station total of 88 hours telecasting weekly.

film report

CORNELL FILM Co., 1697 Broadway, New York, releasing new documentary film, "Pattern for Survival," describing most effective means for survival under atomic attack. Film features **William L. Laurence**, *New York Times* science reporter and two-time Pulitzer Prize winner. Film available for theatrical, non-theatrical and TV distribution in color and black-and-white.

TV Ads, Los Angeles, doing series of 20 60-second commercials for **Los Angeles County X-ray Survey Foundation's** current chest X-ray drive. Produced gratis by film company, film will be placed on local TV stations as public service. . . . **Snader Telescription Corp.**, Hollywood, moves to new offices at 241 S. Beverley Drive, Beverley Hills, Phone CRestview 5-4451.

* * *

Mutual Television Productions, Los Angeles, to establish film exchanges in that city, New York and Chicago before end of year. Firm plans production of 52 hour and half-hour TV films to be booked through exchanges. . . . **Paul White Productions Inc.**, New York, to film *Key to the Missing*, former radio and TV program, as half-hour TV show elaborating on program's strict interview format.

Series, *Voices of the Southland*, featuring all-Negro cast, has been completed by **M. A. Lewis Productions**, Hollywood. Programs are built around Negro spirituals. Price of production of initial film according to firm was $21,000. **Hub Shaw** is producer and director. . . . Series of quarter-hour and half-hour open-end programs featuring **Dr. E. R. Rood**, astrologer, being packaged on film by radio and TV production division, **Counselors**, Hollywood advertising agency.

* * *

Bernard Howard has been named president of **Academy Film Productions**, Chicago; he is also production director. Mr. Howard was formerly television director of Filmack Trailer Corp. . . . **International Harvester** to sponsor INS *This Week in Sports* over **WOI-TV** Ames, Iowa. **WTVN (TV)** Columbus and **WSM-TV** Nashville also signed for 15-minute sports review. **WAFM-TV** Birmingham has bought the Super-Projectall.

General Electric Receiver Division has made available to its radio and TV distributors 34 film commercials showing sets in its current line. Films have been sent on a no-charge-basis to all TV stations. Open-end 12-second and 40-second films allow for sponsor identification. **S. M. Fassler**, division advertising manager, urges use of these films for local tie-ins.

* * *

Video Varieties Corp., New York, has produced commercials for **American Home Foods** (Burnett's Pudding), **Benrus Watch Co.**, **Dolcin Corp.**, **G. E. Co.**, **Mastic Tile Co.**, *New York Times*, **Pall Mall** cigarettes and **Whelan Drug Co.** . . . **Anna Deere Wiman Productions**, Los Angeles, has completed first of series of half-hour films for television starring Commentator-Columnist Jimmie Fidler with guest stars, titled *Jimmie Fidler in Hollywood*.

* * *

First West Coast showing of new **Procter & Gamble** half-hour TV series, *Fireside Theatre*, produced by **Bing Crosby Enterprises**, Los Angeles, telecast on KTLA (TV) Hollywood. Contract is for 13 weeks, agency **Compton Advertising**. Series now telecast on NBC eastern TV network.

BRAZIL VIDEO

Debut Set for This Month

TELEVISION is expected to begin in Rio de Janeiro this month upon completion of installation of the transmitter for "Tupi-TV" atop famed Sugar Loaf Mt. by engineers of the International General Electric Co.

According to company officials, Brazil will be the first South American country to have regularly scheduled commercial programs. Several thousand receivers will be in operation by the end of the year, officials said. Transmitting equipment was made by GE's electronics department at Syracuse, N. Y.

FILM FOR TV

Hullinger Forms Firm

FORMATION of Hullinger Productions, Washington, to produce TV films, has been announced by Edwin W. Hullinger, author, lecturer and motion picture producer.

Mr. Hullinger, who produced a series of five-minute news featurettes for TV in 1948, said TV seems to have grown to a point where the idea of regular Washington coverage on the package style would be receptive. His first films will be *This Is Washington* and *Makers of Destiny*. He has set Jan. 1 as starting date for releases.

The *Gray* TELOP makes PROFITS GROW for TV Stations

DUAL PROJECTION

SUPERIMPOSITION, LAP DISSOLVE or FADE-OUT

with NO KEYSTONING

THE *Gray* TELOP GIVES YOU EASY, LOW COST TV COMMERCIALS

The Gray TELOP projects from *FOUR optical openings:* photos, art work, transparencies, strip material or *small objects*. SOLVED is the problem of low budget yet visually exciting TV commercials! News flashes, news photos, temperature and time announcements, slides for lecture illustration, for station and sponsor identification... are efficiently composed for direct televising or with accompanying sound and commentary. *Packs interest and profit into every minute of your TV schedule!*

THE GRAY TELOP AND ACCESSORIES ARE WIDELY USED BY NETWORKS AND INDEPENDENT TV STATIONS

Gray MULTIPLEXER

Enables operation of pairs of projectors simultaneously into a single TV camera or individually into two separate cameras. PROTECTS AGAINST CAMERA CHAIN FAILURE BY QUICK THROW-OVER TO STANDBY CHAIN.

Gray TV CAMERA TURRETS

Enable a single camera to serve several projectors. Depending on size and optical throw, as many as eight projectors can be used. Rotate 360° on heavy precision bearings with exact positioning. 2 models: $556 and $430

Ask for Gray TV Catalog describing above equipment.

GRAY RESEARCH and Development Co., Inc.

24 Arbor St., Hartford 1, Conn.

Division of The GRAY MANUFACTURING COMPANY • Originators of the Gray Telephone Pay Station and the Gray Audograph

Telestatus

(Continued from page 180)

	No. ¼ Hours	Average Rating
Musical Variety	16	7.8
Westerns	16	10.7
Comedy Situation	14	9.2
Trotting Races	14	8.9
News	13	9.3
Women's Interest	11	4.6
Education & Science	10	4.4
Music	9	6.6
Boxing	8	9.3
Feature Films	6	10.3
Misc. Sports	4	7.0
Film Shorts	2	3.6
"How To" Programs	2	7.7
Total	475	

* * *

'Hoppy' Favorite For L. A. Viewers

WESTERN series, *Hopalong Cassidy*, was again rated the top show in popularity among Los Angeles area television viewers during September, according to Tele-Que ratings released by Coffin, Cooper & Clay Inc., Los Angeles. Ratings are based on a sample of 537 TV set owners in the Los Angeles area during the period Sept. 7-13.

Next four shows in popularity revealed by the survey were: *Sunday movies, Lone Ranger, Wrestling, Ina Ray Hutton Show.* Survey also showed that of the top 15 TV shows for the area, six were local live productions.

* * *

WTMJ-TV Issues New Rate Card

RATE CARD No. 8, effective Nov. 1, has been announced by WTMJ-TV Milwaukee.

An hour of Class A time (6-11 p.m. Mon.-Fri., 12n-11 p.m., Sat. and Sun.,) becomes $500. Class B time (5-6 p.m., Mon.-Fri.) becomes $375 for a one-time hour. The rate becomes $300 an hour in Class C time (all other times).

Announcements of one minute or less start at $100 in Class A time. On the program *What's New* (live announcements only) the rate becomes $75. Rehearsal time for programs is $50 an hour.

ZIV PROGRAMS

New TV Sales Announced

ZIV TV PROGRAMS Inc., has announced the following sales of its filmed TV programs:

Hanley Beer over WNAC-TV Boston; Glascow Brewing Co. over WTAR-TV Norfolk, Va., Commonwealth Loan Co. over WFBM-TV Indianapolis, Ind., sponsoring *Sports Album;* Handy Andy Super Markets, San Antonio; Hanley Beer over WJAR-TV Providence, sponsoring *Yesterday's Newsreel;* Full length features to WABD (TV) New York, WNBW (TV) Washington, KFI-TV Los Angeles, WBEN-TV Buffalo; WMAR-TV Baltimore; full length westerns to WTTG (TV) Washington, KDYL-TV Salt Lake City, WGN-TV Chicago, WKY-TV Oklahoma City, WDSU-TV New Orleans, and WNBW.

U. OF ILLINOIS launches program of study leading to Ph.D. in mass communications.

- 17 TUBES INCLUDING 5" CRT.
- 10 MILLIVOLT SENSITIVITY
- 12 MEGACYCLE BANDWIDTH
- DEFLECTION PLATES AVAILABLE ON TERMINAL BOARD
- CONTINUOUSLY VARIABLE CALIBRATOR
- SWEEP MAGNIFICATION 5 TIMES SCREEN SIZE
- GOOD TRANSIENT RESPONSE
- TRIED AND PROVEN CIRCUITS
- CRT CALIBRATION GRID

12 MC OSCILLOSCOPE
MODEL T-601

$349.50 LIST COMPLETE WITH LOW CAPACITY PROBE
WRITE FOR DATA SHEET B

Now! A top quality engineer's oscilloscope combining ALL the features of a laboratory instrument in one convenient size, light-weight, low cost unit.

TEC TELEVISION EQUIPMENT CORP.
238 WILLIAM ST., NEW YORK 7, N. Y.
IN CANADA THE AHEARN & SOPER CO. LTD. OTTAWA

THEATRE VIDEO

Break Logjam, Halpern Urges

MANUFACTURERS and exhibitors should combine efforts to break the "logjam" on theatre television equipment and the development of "exclusive box office programs will follow immediately," Nathan L. Halpern, TV consultant to Fabian Theatres and Theatre Owners of America, told the Theatre Equipment and Supply Manufacturers convention at the Stevens Hotel, Chicago, last Monday.

Mr. Halpern called attention of manufacturers to a "potential revenue of $500 million" in theatre TV equipment and "an operating revenue of $5 million yearly for maintenance and service." He urged them to weigh development of:

(1) Low-priced equipment, (2) research and development programs for color television in theatres, (3) efficient TV connections between theatres and areas, (4) improvements in directional theatre TV screens for projection system, and (5) adequate technical personnel to man installation and operation of equipment.

Noting that TV connection facilities are "restricted and overloaded, not technically adequate for many programs desired and cost excessively," Mr. Halpern emphasized:

"The forthcoming hearings by the FCC for the allocation of air frequencies specifically for theatre television are most important and deserve industry-wide support. . . . Exhibitors, no less than television broadcasters, cannot afford to sit back and wait for color television tomorrow without operating black-and-white today. . . ."

PHONEVISION

Faught Cites Aid to TV

TELEVISION is "too big a baby for advertising to nurse all alone, and unless it gets some help, either the nurse will get anemic or the baby is going to have its growth stunted. TV has far too much promise to see either possibility eventuate."

This opinion was voiced last Wednesday by Millard C. Faught, president of The Faught Co. Inc., New York, speaking before the Women's Advertising Club of Washington.

Mr. Faught said that in searching about for some additional sources of economic nourishment for the potentialities of the TV infant, he has become interested of late in Phonevision, Zenith Radio Corp.'s proposed system which would provide the home television set with a box office "so the viewer could pay for certain exceptionally expensive types of TV programs." He also said he is particularly interested in whether Phonevision holds promise for helping save higher education from its present "hat-in-hand trend toward charity or federal subsidization."

WOR-TV TESTS

Skiatron Subscription

EXPERIMENTAL transmissions with Skiatron Subscribed-Vision, a subscription television system, over WOR-TV New York on Channel 9 for FCC observation, began last week.

Special decoders, not yet available to the public, are required for a receiver to unscramble the signal. Two identical plastic cards for transmitter and receiver are used, along with a small electronic decoder designed for plugging into existing TV receivers. The signal is scrambled and unscrambled entirely over the air, and without telephone lines. The tests are being conducted so as not to interfere with the normal program and test-pattern transmissions of the station.

SKIATRON TEST

McDonald Welcomes Action

COMDR. E. F. McDONALD Jr., president of Zenith Radio Corp., said Wednesday he was glad to hear that WOR-TV New York is scheduling experimental tests of the Skiatron system of pay-as-you-see television. He added that he hopes these will prove the WOR system to be technically feasible.

"Whether it be Phonevision, the Skiatron system, or some other method yet to be announced," Comdr. McDonald stated, "television must have a home box office so that home viewers can be charged a fee for top flight movies, Broadway productions, championship fights, and other costly entertainment. Without a provision for some payment, all television programming will be limited to what advertising sponsors can afford to pay. With a home box office, television can continue to present such national events as the World Series, which are rapidly being priced beyond the advertisers' reach."

He recalled that Zenith first began working on Phonevision in 1931, and conducted an extensive testing program over a long period of time before announcing it to the public. ". . . While we have field tested our various systems, the method we are demonstrating this fall is the one which, in our opinion, best solves the economic problem of providing a home box office with a reasonably close check on the size of the audience for each and every event," Comdr. McDonald said.

He stated that the 90-day limited commercial test of Phonevision to be conducted by Zenith this fall is purely economic. Technical problems of Phonevision have long since been solved, he said, and this test is purely for the purpose of determining whether pay-as-you-see television is wanted by the public and is in the public interest.

XUM

C&P REALIGNS

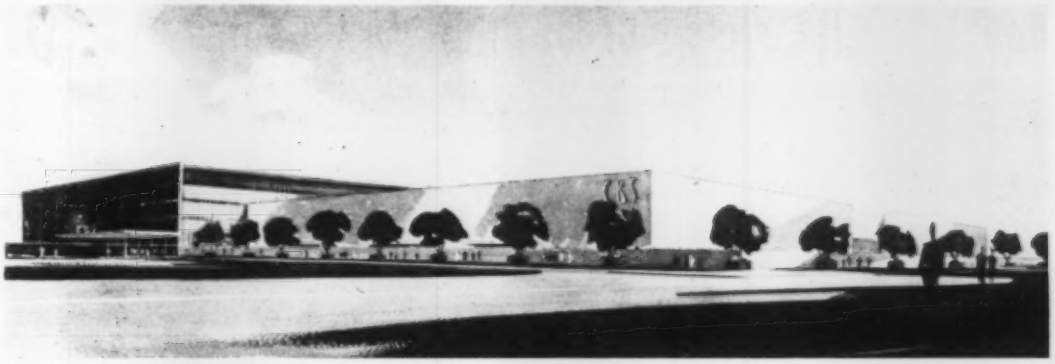
Gilday TV Director

CECIL & PRESBREY, New York, has reorganized its television staff. J. Frank Gilday, account executive for Electric Auto-Lite Co., with Cecil & Presbrey, has been named director of television [BROADCASTING, Oct. 2]. He succeeds George Foley Jr., who has resigned to form his talent organization.

Mr. Gilday

Mr. Gilday will be assisted by Leo M. Langlois, formerly with Campbell - Ewald, who will serve as executive producer. William Patterson, former CBS director, becomes production supervisor and Joseph Lamnech will be in charge of commercial production, assisted by John Donnelly and Frank Arundel.

The agency's television shows which will be supervised by this staff are: *Danger* for Amm-i-dent; *Teller of Tales* for Bymart Inc.; *Suspense* for Electric Auto-Lite; *Mr. I. Magination* for Nestle Chocolate; *Beat the Clock* for Sylvania Electric; *Take a Chance* for Nescafe and *Great Moments in Sport* for Bond Street tobacco.



THIS is the architect's conception of the initial unit of CBS' proposed $35 million television city to be erected on a 25-acre tract at Fairfax Ave. and Beverly Blvd., Los Angeles. The project will include two studio buildings and service building, approximating one third of the ultimate studio space. Development of the center is expected to require at least seven years. It calls for a "sandwich loaf" structure consisting of three long studio buildings, each 600 ft. long and 150 ft. wide, joined in the middle by a multi-storied service building; a 13-story administration building; five smaller office buildings to accommodate advertising agencies, agents and others.

DAYTIME TV

CBS Expands Service

CBS-TV WILL EXPAND daytime television service Oct. 16, with two hours added to present weekday schedules. The network's new schedule will begin at 1:30 p.m., two hours earlier than network service now begins.

New shows are the *Garry Moore Show*, Mon.-Fri., 1:30-2:30 p.m.; the *Robert Q. Lewis Show*, Mon.-Fri., 2:30-3:30 p.m., and *Meet Your Cover Girl*, Tues. and Thurs. 3:30-4 p.m. *Look Your Best*, a current feature on Mon., Wed. and Fri., 3:30-4 p.m., continues. On the same date, Oct. 16, the network's key station, WCBS-TV New York, steps up its own daytime schedule, going on the air at 11 a.m. Mon.-Fri.

WPIX TRANSMITTER

Work Started on Empire Unit

WPIX (TV) New York has begun installation work in the Empire State Bldg. of a new RCA, 5 kw transmitter, which is expected to begin operation sometime in December, according to Tom Howard, WPIX chief engineer. High-power amplifiers also will be installed, he said, subject to FCC approval.

The station will join WNBT (TV), WCBS-TV, WJZ-TV and WABD (TV) New York in multiple transmission from a 217-foot antenna now under construction atop the tower of the building. "With the majority of television stations in New York beaming their programs from the building it will mean that, in most cases, a single directional adjustment of the receiving antennas" Mr. Howard said.

Radio's Greatest Mail Magnet Now Smashes T-V Mail Record

Proof Plus! **Dr. Rood** presented five one-half hour programs on KLAC-TV, drew approximately sixteen thousand letters. Every letter contained a dime for sponsor's sample.

Dr. Rood's astrological show on KLAC-TV was given the highest rating of any half-hour presentation in Los Angeles by "PULSE", T-V's authoritative publication.

Dr. Rood has mailed out to viewers of these nine programs more than fifty-one thousand free forecasts which were requested by the T-V audience.

The T-V Show that gave the May Co. of Los Angeles it's greatest Cosmetic Promotion!

From four appearances on WGN-TV, **Dr. Rood** drew over ten thousand letters containing a dime in each one asking for sponsor's sample.

Dr. Rood was voted the most interesting T-V show in Los Angeles in a recent T-V personality contest.

Dr. E. R. Rood — Radio's original astrologer, heard by millions on KFI-KNX-WCAE-WLAC-WGAR-WMBC-WJAY-WFIW-WJBW-WGER — and many others, recently made his television debut on KLAC-TV, Los Angeles, California, and WGN-TV, Chicago, Illinois. The records speak for themselves.

Dr. E. R. Rood, Radio and T-V's greatest astrologer who talks down to earth on a heavenly subject revealing the wisdom of the masters to the masses, is now available on film in series of either fifteen minute or half-hour open-end programs for either independent or network presentations.

RADIO AND T-V PRODUCTION DIV. *'Counselors'*

Producers of 'REXALL RYTHM ROUNDUP' for REXALL, Coast to Coast

6381 Hollywood Blvd., Hollywood 28, California

XUM

General Electric's Great New Air-Cooled TELEVISION TRANSMITTER

Cuts tube cost up to 85% saves you as much

Point-By-Point Comparison Shows Overwhelming G-E Advantages!

Characteristic	G. E. TT-10-A	Manfacturer A	Manufacturer B	Manufacturer C
Tube Cost (1 set)	$1200	$3300	$1500	$1400
Power Required (average picture)	14 kw	25 kw	23 kw (approx.)	25 kw
Size	12'5"	17'4" L	17'11" L	16'7" L
	84"	84" H	78" H	83" H
	34"	38" D	36" D	40" D
Air Cooled	Yes	No	Yes	Yes
Self Contained	Yes	No	Yes	No
Direct Crystal Control of Aural Transmitter Frequency	Yes	No	No	No
Low Level Modulation	Yes	No	No	No
Vestigial Side Band Filter	Not Required	Required	Not Required	Required

XUM

...as $10,500 a year!

COMPLETELY SELF-CONTAINED UNIT FOR CHANNELS 2-6 . . . CUTS ANNUAL POWER COST UP TO $1,000 . . . REQUIRES ONLY 14 KW INPUT

A spectacular transmitter development, two years in the making at Electronics Park, now brings to broadcasters the *lowest initial tube cost, lowest operating cost, and lowest power consumption in the industry!*

The figures tell the story. Examine the comparison chart under the photograph at left. Measure these dollars-and-cents advantages against any television transmitter on the market today. In addition, here's what the General Electric TT-10-A offers in new design features:

Low Power Modulator using low cost receiver-type tubes saves you money. The most expensive modulator tube is a 1614 costing only $2.05.

Built-In Clamp Circuits eliminate the usual type of low frequency video distortion found in many input signals.

Completely Self Contained and Air Cooled. This transmitter occupies up to 37% less floor space than competing makes. Requires no external equipment, such as transformers, blower or water pumps.

Saves Time—Quick Tube Change. Every stage, including finals, equipped with plug-in sockets.

Adjustable White Clipper keeps predetermined modulation depth from being exceeded.

Increased Safety. High voltage interlocks and grounding switches on all cubicles.

For more details on this new transmitter, call the television representative at the General Electric office near you, or write: *General Electric Company, Electronics Park, Syracuse, New York.*

Write For Illustrated Bulletin
Complete specifications and photographs of the air cooled TT-10-A transmitter will be sent to you on request. Ask for bulletin X54-029. Write to: General Electric Company, Section 2100-16, Electronics Park, Syracuse, New York.
NEW...

You can put your confidence in—

GENERAL ELECTRIC

CBS Wins

(Continued from page 177)

to consider it merely because the owners of existing receivers might be compelled to spend additional money to continue receiving programs.

It is, therefore, contemplated that interested persons may conduct experimentation in accordance with experimental rules not only as to color television but as to all phases of television broadcasting. Of course, any person conducting such experimentation should realize that any new color system that is developed for utilization on regular television channels must meet the minimum criteria for a color television system set forth in our First Report.

In addition, any such system that is developed or any improvement that results from the experimentation might face the problem of being incompatible with the present monochrome system or the color system we are adopting today. In that event, the new color system or other improvement will have to sustain the burden of showing that the improvement which results is substantial enough to be worth while when compared to the amount of dislocation involved to receivers then in the hands of the public.

In denying the petitions of RCA and CTI for delay in the final decision to permit further study of new developments in their systems, FCC said that both RCA and CTI have had "a full and fair opportunity" to present their proposals, and added:

". . . the state of the television art is such that new ideas and new inventions are matters of weekly, even daily occurrence; . . . the question of approving a color television system which will best serve the interests of the American people is one which has been before the Commission for almost 10 years; . . . in all proceedings such as the instant one a point is reached which calls for administrative finality with respect to the Commission's hearing processes . . ."

Disc Limitations

The majority conceded that the CBS color disc limits the system to direct-view tubes no larger than 12½ inches in size, and that if the decision had been delayed FCC wanted to witness the use of a tricolor direct-view tube—such as one developed by RCA, for instance, or one held by Paramount Television Productions—as a possible means of overcoming this obstacle.

"However," the report said, "we are willing to adopt the CBS system on the basis of the evidence in the record which satisfied us that CBS can produce satisfactory color pictures on projection receivers and on direct-view tubes of at least 12½ inches in size." The report continued:

The argument is made that the trend in purchasing has been to larger size direct-view receivers and hence the public will not buy projection receivers or direct-view receivers with a 12½-inch tube. This may be true when all sets receive black-and-white pictures only.

However, the Commission believes that the attractiveness of color pictures may be sufficiently great to cause people to prefer a direct-view receiver with a 12½-inch tube or a larger size projection receiver if they can get color as against a 16-inch, 19-inch or larger direct-view receiver that is limited to black-and-white pictures.

In any event, if both types of receivers are offered to the public, it will be the free forces of competition which govern whether a customer will buy a color receiver or a black-and-white receiver.

Moreover, the adoption of the CBS color system will furnish a healthy incentive to all manufacturers to develop larger size direct-view color pictures. Efforts already expended in the development of a successful tricolor direct-view tube that has no limitation on size will be intensified, for a substantial competitive advantage would accrue to the company able to produce such tubes. All of the expert witnesses agreed that a direct-view tri-color tube if successfully developed could be utilized on the CBS color system.

Failure to adopt bracket standards at this time, the majority said, may limit possible future improvements relating to the use of horizontal interlace and long-persistence phosphors.

Introduction of horizontal interlace to increase resolution can be made, if it proves feasible, without affecting existing sets, but FCC said it had also thought of a possible increase in vertical resolution, which probably would be impractical for sets without brackets.

Inability to adopt bracket standards now, FCC continued, means that future improvements from long-persistence phosphors may be limited to "increasing brightness without objectionable flicker," whereas lowering the field rate and increasing resolution might also have been possible with bracket sets.

Comr. Sterling, who had joined the majority in the First Report, said he was "now of the opinion that the Commission should have treated the subject [of brackets] at greater length in its First Report," and that its proposed timetable was "unreasonable."

He felt FCC should hold a two-day conference with manufacturers who indicated a willingness to cooperate on the brackets proposal, and thus try to work out a "realistic timetable that could be met by industry without unduly aggravating the compatibility problem."

Practical Solution

"If such a conference did not result in a practical solution of the problems I have discussed," he said, "I would then join the majority in authorizing the field-sequential system."

The "problems" he cited included the absence of any mention of brackets during the hearing and the resultant "surprise" which their proposal caused; the "confusion" caused by the First Report's discussion of such standards; technical design and other problems which "brackets" pose, as evidenced by the replies of manufacturers who wanted to cooperate; the need for field-testing, and the "serious" problems manufacturers are now facing "in terms of production, procurement and manpower to meet the demands of national defense."

He said:

Surely the responses of such reliable manufacturers [he had mentioned

WITH appropriate ceremony, the first anniversary of NBC's network television show *The Big Story* (alternate Fridays, 9:30-10 p.m. EST) is celebrated by (l to r) William M. Spire, vice president and account executive, Sullivan, Stauffer, Colwell & Bayles; Alan C. Garratt, advertising manager, American Cigarette & Cigar Co. (Pall Mall), sponsor, and Bernard J. Prockter, president, Prockter Productions Inc.

Capehart-Farnsworth Corp., Belmont Corp., Motorola Inc., and The Hallicrafters Co.] must be given credence and consideration. It is well known that there are serious shortages of tubes and resistors as well as basic materials.

The situation on procurement is so acute that manufacturers have been shipping their TV receivers without a full complement of tubes, trusting to their dealers to procure them in local markets, but the local market supply has been exhausted as the result of not only the local demands but as the result of the purchasing agents and manufacturers' representatives combing every territory in their search for components in short supply. At least one company has agents in Europe attempting to purchase resistors.

This condition aggravated by others is bound to have a serious effect on production and will serve only to delay the availability of parts to make not only bracket standards but also parts with which to build adapters, converters and color receivers. Moreover, in many instances industry has been required to divert its TV engineering experts to problems of production for defense because of the close relation of TV techniques to radar and other electronic devices the Government requires.

Will Slow Production

If bracket standards are adopted in the future, Comr. Sterling said, manufacturers will have to redesign and re-tool, production will be slowed, and public confusion will be compounded, particularly among owners of new dual-standard sets—color and monochrome — which would not be able to utilize improvements made possible by bracket standards and would become incompatible if new scanning rates are adopted outside the range of the dual standards.

The majority's insistence upon adequate field-testing for color systems, and its failure to provide for field-testing of bracket sets, Comr. Sterling declared, were "inconsistent."

He charged that "because the Commission would not take time to

BROADCASTERS ANALYZE TV EFFECTS

Competition Surveyed by C. of C. Committee

WHAT radio station operators think about their prospects of competing effectively with television and what effects they feel TV will have on aural broadcasting are indicated in a recent mail survey sampling the opinions of some 150 radio officials, or 20% of those canvassed.

Results of the survey are revealed in the *Advertising News Letter* prepared by the Committee on Advertising of the U. S. Chamber of Commerce, Washington. A previous poll included results of a TV mail survey covering TV station operators also connected with radio ownership.

By and large, the committee reported, AM broadcasters feel that:

1. By 1955 TV will hold a 53%-47% edge in nighttime audiences in metropolitan areas, while radio will maintain a 63% to 37% ratio over the nation as a whole. Radio will predominate 94% nationally and 88% in metropolitan areas during morning hours, and its afternoon margin will be 75% to 25% for metropolitan centers, with complete national domination.

2. Television and radio will specialize in products and services, with two out of five holding this view. Many new products, however, will be marketed by TV, and costs of the two media will shape decision of clients.

3. Items requiring "visual selling" and not specializing in repetition of the brand name for mass selling will predominate in television. Products with national distribution and dependent on rapid turnover will rely on radio for comprehensive coverage. Goods requiring demonstration will turn to video if costs are not prohibitive—such items as appliances, automobiles, etc.

4. Television will force fundamental changes in radio programming, with de-emphasis of expensive shows in the evening hours where TV competition is greatest. Aural programs will accent music, news, discussion, and daytime programming will receive greater attention, with effective date controlled by economic factors. TV will take years to achieve "better news coverage."

5. While radio in many areas already has reached its saturation point in home coverage, television will have no tangible effect on multiple-set homes, expected to account for eight million new radio sets per year and an increase in second-set ownership up to 65%. Radio sets-in-homes may jump 15% in the next five years.

Second Phase Opens

ITS COLOR television decision out of the way (see story page 177), FCC opens hearings today (Oct. 16) on the second phase of the overall television proceedings—"general" issues, including engineering standards, Stratovision, Polycasting, non-commercial educational TV, remaining testimony on the proposal to reallocate the 470-500 mc band from television to common carriers, and other issues short of specific VHF-UHF allocations to specific communities. The sessions are expected to take at least four to six weeks. With scores of organizations slated to participate, FCC Thursday issued a revised order of appearances, starting with 13 witnesses for the engineering Ad Hoc Committee.

discuss with representatives of the industry who indicated a willingness to cooperate, the door has been closed" on consideration of the developments which FCC in its First Report signified a desire to see.

This includes, he pointed out, "the opportunity of taking one more look at compatible systems before moving to adopt an incompatible system with all its attendant problems as they relate to the 10 million receivers that will be in the hands of the public by the end of the year as well as the manufacturers' problems of production."

Referring specifically to post-hearing advances in the RCA system, he said: "I am convinced that it would have been prudent to have taken time out to view these developments before moving finally to adopt an incompatible system."

Attractiveness Issue

Comr. Sterling also disagreed with the majority's belief that the attractiveness of color may offset the trend toward larger black-and-white sets:

I believe that the rapid acceptance by the public of receivers incorporating larger sized black-and-white tubes as they moved from 7 to 10 to 12 inches, then to 16 and 19 inches, clearly indicates the preference of the public for large size TV pictures and they will not be satisfied with smaller pictures because they are in color. Due to the fact that color adds so much to television both from the program as well as the advertising standpoint, both the public and the sponsor will demand large size color tubes.

Comr. Hennock, in a 1½-page dissent, reiterated the view she expressed in her separate statement acompanying the First Report—that final decision on color should be delayed until June 30, 1951. This, she felt, is "essential" in view of "the progress made in the development of color television since the start of the instant proceeding."

She said she had felt, at the time of the First Report, that the brackets concept was a "practical method" of arresting the compatibility problem—which she deemed "eminently desirable" because of the number of TV sets already outstanding—but that she now thought the manufacturers' responses make clear that the brackets idea was not "feasible."

Failure of the brackets proposal does not "automatically" make it impossible to contain the compatibility problem so that a final color decision could be deferred until June 30, Miss Hennock asserted. She suggested:

Possibly some modified version of bracket standards could be incorporated into television receivers without raising the major problems of redesign or equipment procurement involved by bracket standards.

Or it might be feasible to provide adaptation—either internal or external—with each receiver. The manufacturing industry is familiar with this process since it has been for a considerable time a part of the record in this proceeding. The ingenuity of the industry's electronic scientists might be able to devise some other means for arresting the problem of compatibility and thereby provide further time for the development of a practical compatible color television system.

Explore All Possibilities

Comr. Hennock felt FCC "should explore fully with the industry any and all possibilities"—either by an industry conference, as suggested by Comr. Sterling, or by a notice of further proposed rule-making "requesting comments."

"If, as a result of such a conference or comments filed by the industry, it appears that steps can be taken wthin 60 or 90 days to arrest the growth of incompatibility, the final decision in this proceeding authorizing the field-sequential system should be deferred until June 30, 1951," she declared. "If not, those standards should be immediately adopted." She continued:

I think it important to repeat the conviction expressed in my separate views to the First Report that there is a moral obligation on this Commission to insure that a reasonable amount of valuable programming service will continue to be rendered to present set owners, both day and night, for a transitional period, e.g., three to five years, without the necessity for making any expenditure to change their sets.

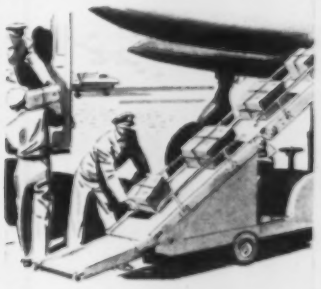
The statement of CBS President Stanton said Columbia will "shortly announce its specific plans in a number of different areas of color television activity."

He hailed FCC's decision as meaning "that color broadcasting is a certainty," that "the public will now enjoy color television in the home."

"In setting final color television standards," he said, "the Commission has dispelled the confusion and uncertainty which have existed in the minds of many members of the industry and of the public because of the complex nature of the issue, and has provided a clear objective toward which the entire industry can work."

Completes 300 TV sets— meets daily quota (at a cost of $4.70)

Delicate coils were needed by Midwest manufacturer to complete 300 TV sets . . and Massachusetts supplier was 920 miles distant! Air Express assured delivery by 8 o'clock next morning, so manufacturer ordered 500 men to report for work. Shipment arrived 7:20 A.M. —production rolled! Shipping cost for 17-lb. carton only $4.70! Manufacturer uses Air Express regularly to keep business in high gear.



$4.70—and special pick-up and delivery included! Low Air Express rates cover door-to-door service. More convenient—easy to use. Just phone for pick-up! (Many low commodity rates. Investigate.)

Air Express goes on all flights of Scheduled Airlines. Shipments *move* —speeds up to 5 miles a minute! *Experienced* handling. Phone Air Express Division, Railway Express Agency, for *action*.

Air Express gives you all these advantages:

World's fastest transportation method.
Special door-to-door service at no extra cost.
One-carrier responsibility all the way.
1150 cities served direct by air; air-rail to 22,000 off-airline points.
Experienced Air Express has handled over 25 million shipments.

AIR EXPRESS
GETS THERE FIRST

Rates include pick-up and delivery door to door in all principal towns and cities

A service of
Railway Express Agency and the
SCHEDULED AIRLINES of the U.S.

BEVERLY McLAUGHLIN, queen of Detroit's Cinderella Ball, greets the judges who selected her (l to r): Harry Bannister, WWJ-AM-FM-TV general manager; Worth Kramer, WJR general manager; W. E. Scripps, WWJ president; Harold S. Christian, WXYZ-AM-FM-TV sales manager; Richard E. Jones, WJBK-AM-FM-TV vice president and general manager.

THE first NBC Chicago man to be recalled into the armed forces is Reinald Werrenrath Jr. (center), television producer who has gone on active duty aboard a U. S. Navy aircraft carrier. Bidding farewells are John Whalley (l), comptroller, and I. E. Showerman, vice president in charge of NBC Central Div.

EXPRESSING satisfaction with the new *Safeway Theatre* film show on WNBW (TV) Washington are (l to r): William J. Green, radio-TV dir., Lewis Edwin Ryan Adv.; Gordon Manchester, Ryan acct. exec.; Edgar Balshow, div. mgr., Safeway Stores (sponsor), and Burton Warner, div. adv. mgr., Safeway.

ATTENDING news party for M.C. William Gaxton before debut of CBS-TV's Nash *Airflyte Theatre* are (l to r): J. B. Huntress, Nash-Kelvinator adv. mgr.; John Payne, star of first show; H. W. Newell, Geyer, Newell & Ganger agency; Mr. Gaxton; David Sutton, CBS-TV sales mgr.

IT'S smiles and congratulations all around following CBS-TV premiere of *The Ford Theatre* 1950-51 dramatic season. L to r: Garth Montgomery, executive producer; Walter Hampden; William A. Chalmers, vice president and director of radio-TV, Kenyon & Eckhardt; Franklin Schaffner, director; Frank Freimann, executive vice president, Magnavox Co., sponsor of *The Magnavox Theatre*, Friday night alternate of *Ford Theatre*; Ben R. Donaldson, advertising dir., Ford Motor Co., sponsor; Lee Tracy. Messrs. Tracy and Hampden starred in the opening show.

TV AUXILIARIES

FCC Adopts New Order

FINAL ORDER amending Part 4 of FCC's rules to adopt a new subpart F as regulations governing TV auxiliary broadcast stations has been announced by the FCC.

The order reaffirmed FCC's earlier stated policy that TV stations may establish their own private intercity relays only on an interim basis until sufficient common carrier links are available. The Commission also explained that while the new rules provide for telecasters' own private auxiliary facilities, the service performed by these TV pickup, studio-transmitter link and intercity relay stations also may be provided by regular common carriers under Part 6 rules.

FCC explained its new rules execute a plan whereby a total of 21 channels are made available for the exclusive use of TV broadcast licensees in the 2000, 7000 and 13000 mc bands, or seven exclusive channels in each band. The plan leaves three channels in the 7000 mc band and seven channels in the 12000 band for exclusive use by communications common carriers to provide pickup and STL service to telecasters, "thus meeting the assertion of the communications common carriers that they could best provide a nationwide service by using a group of channels on an exclusive basis." This would allow interchange of equipment between cities and resulting operational savings, FCC noted.

In addition, the plan designates six more channels in the 13000 mc band for the shared use of telecasters and common carriers. FCC indicated further amendment of the rules may occur in the future to meet changing conditions.

MEXICO OUTLET

XESE-TV Under Construction

CONSTRUCTION of a television station, with assigned call letters of XESE-TV Matamoros, Mex., has been announced by Manuel D. Leal, vice president and general manager of KIWW San Antonio, Tex. Mr. Leal is chairman of the board of directors of Compania Mexicana de Television, owner of the new outlet.

Mr. Leal estimated that construction of the new station, aimed at serving the Lower Rio Grande Valley and Northern Mexico, would take 90 days. DuMont equipment will be used. It also was reported that manufacturers have earmarked 2,000 TV sets for the valley. Sets are expected to go on sale soon.

In addition to Mr. Leal, officers of Compania Mexicana de Television include: Pedro de Lille, Mexico City, president, and W. B. Miller, vice president and general manager, KEYL(TV) San Antonio.

RETAIL TEST

NBC-TV, Gimbel Sign Pact

ONE-YEAR agreement between Gimbel Bros. Department Store, New York, and NBC to experiment with television in an effort to discover its best uses for retail advertising, was announced last week. Joint announcement of the arrangement was made by James M. Gaines, NBC vice president in charge of owned-and-operated stations, and Joseph L. Eckhouse, executive head of Gimbel Bros.

The announcement said Gimbel Bros. would use participations, one minute spots, station breaks, programs and "new TV techniques currently under study" over a one-year period beginning Oct. 30. Results of the various television techniques will be carefully measured, and "continuing studies of television's effectiveness in moving department store merchandise will be maintained," the announcement said.

Ted Cott, general manager of WNBC and WNBT (TV) New York, NBC stations, and Bernice Fitz-Gibbons, Gimbel Bros. publicity director, will be co-chairmen of a joint committee of Gimbel and WNBT executives that will supervise the project.

EMPLOYE GRADER

DuMont Gets IBM Unit

AN IBM "electronic brain" which simultaneously classifies, counts, accumulates and edits employe qualifications for promotion will be used by Allen B. DuMont Lab to select appointees for 95% of its promotions, Personnel Director Harry Housten announced last week.

Used heretofore only by the government for census-taking, the Statistical Analyzer 101, as it is called, will be fed "employe profiles," each of which summarizes one employe's qualifications. It then "judges" qualifications at the rate of 450 items per minute, and supplies a first, second and third choice for the opening.

"We plan to use it in all cases," Mr. Housten said, "with the exception of executives at the very top and some special categories of research engineers." The machine's choice will be final, he said, until after a personal interview to determine whether the applicant's personality is suitable to the new working group in prospect.

CERTIFICATES of accomplishment presented to 30 motion picture projectionists who attended theatre television training program, jointly sponsored by International Alliance of Theatrical Stage Employees and Motion Picture Operators and RCA Service Co.

WLW-TV SCORES AGAIN!

3-STATION NETWORK'S DAYTIME VIDEO IS POPULAR & POTENT

Who says people won't wa
TV at 7:30 AM? WLW-T
vision felt that they wo
Videodex says they do. It
began on September 4 w
WLW-Television launche
7:30 to 8:30 AM daily prog
intriguingly titled, "Wake
and Live."

Originating at WLW-T,
cinnati, this lively eye-op
with plenty of ear appe
fed to WLW-D, Dayton,
WLW-C, Columbus. The
tember Videodex cre
"Wake Up and Live"
65% of the viewers in Ci
nati and a rating of 4
Dayton and 3.1 in Colu

At 8:30 AM on the W
TV Network schedule, "
Up" gives way to "Your
ing Matinee." An auc
participation show ca
femcee'd by Ruth Lyons
four-state favorite on
for years, this hour-long
za is now simulcast f
greatest possible explo
of its wares which are
and varied like its long
participating sponsors.

Energetic, likeable M
tin then takes over
hour of "Breakfast
Assisted by curvaceou
lovely Illean Martin, h
his fun-minded studio c
en guests through a m
of games, contests,
interviews, group sing
general hilarity, buttr
doughnuts and coffee
rticipating sponsor
ite the first half-h
tab for the second
lively conclav
tions is pick
f the
ins

10:30 to 11:00 AM on the three station hook-up is taken up with participation-packed "Magic Tele-Kitchen."

Cincinnati's nationally known department store—Shillito's—has a "Shop By Television" show, "Value Varieties" on WLW-T, telecast 11:00 to 12:00 noon Monday through Friday.

WITH ADVERTISERS WHO KNOW TV BEST, IT'S WLW TELEVISION!

Among the smartest buyers of local advertising are food chains and department stores. It's significant that aggressive food chains—Parkview Markets in Cincinnati, Liberal Markets in Dayton and Big Bear Markets in Columbus—have bought day time programs across the board on WLW-Television . . . and that Albers Super Markets has bought a half-hour morning program aired on all three stations daily.

Another endorsement of WLW-Television is the purchase of an 11:00 to 12 noon show, Monday through Friday on WLW-T by Shillito's—Ohio's largest department store.

The shrewd time buying by these advertisers leaves only a few choice spots and participations available in the daytime schedule and *underlines* the wisdom of contacting the nearest WLW sales office about availabilities on

WLW-TELEVISION

. . . with more viewers than any station in Cincinnati, Dayton or Columbus

WLW-T CINCINNATI **WLW-D** DAYTON **WLW-C** COLUMBUS

Crosley Broadcasting Corporation